

**WAIROA DISTRICT COUNCIL
COMMUNITRAK™ SURVEY
MARCH 2016**

COMMUNITRAK™ SURVEY

PUBLIC PERCEPTIONS AND INTERPRETATIONS OF COUNCIL SERVICES & REPRESENTATION

PREPARED AS PART OF THE PUBLIC FEEDBACK PROGRAMME FOR:

WAIROA DISTRICT COUNCIL

MARCH 2016



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NB: Please note the following explanations for this report:



Figures that are comparably lower than percentages for other respondent types.



Figures that are comparably higher than percentages for other respondent types.

Arrows, whenever shown, depict a directional trend.

In general, where bases are small (<30), no comparisons have been made. For small bases, the estimates of results are not statistically reliable due to the high margins of error.

A. SITUATION AND OBJECTIVES

The mission statement for Wairoa District Council reads:

"Creating the ultimate living environment. To be a vibrant, attractive and thriving District, by developing sustainable lifestyles based around our unique environment; the envy of New Zealand and recognised worldwide."

Council has engaged a variety of approaches both to seeking public opinion and to communicating its decisions and programmes to residents and ratepayers. One of these approaches was to commission the National Research Bureau's Communitrak™ survey in 1993, 1995-2015 and now again in March 2016.

The advantages, and benefits of this are twofold ...

- Council has the National Average and Peer Group Average comparisons against which to analyse perceived performance,
- Council introduced questions reflecting areas of interest to Wairoa District.

* * * * *

B. COMMUNITRAK™ SPECIFICATIONS

Sample Size

This Communitrak™ survey was conducted with 202 residents of the Wairoa District.

Interview Type

All interviewing was conducted by telephone, with calls being made between 4.30pm and 8.30pm on weekdays and 9.30am and 8.30pm weekends.

Sample Selection

The relevant white pages of the Hawke's Bay telephone directory were used as the sample source, with every xth number being selected; that is, each residential (non-business) number selected was chosen in a systematic, randomised way (in other words, at a regular interval), in order to spread the numbers chosen in an even way across all relevant phone book pages.

Quota sampling was used to ensure an even balance of male and female respondents. In addition, proportional ethnic group quotas were used. Please see also Section E (Appendix).

Households were screened to ensure they fell within the Wairoa District Council's geographical boundaries.

Respondent Selection

Respondent selection within the household was also randomised, with the eligible person being the man or woman, normally resident, aged 18 years or over, who had the last birthday.

Call Backs

Three call backs, ie, four calls in all, were made to a residence before the number was replaced in the sample. Call backs were made on a different day or, in the case of a weekend, during a different time period, ie, at least four hours later.

Sample Weighting

Weightings were applied to the sample data, to reflect the actual gender, age group, and ethnic group proportions in the area as determined by Statistics New Zealand's 2013 Census data. The result is that the total figures represent the adult population's viewpoint as a whole across the entire Wairoa District. Bases for subsamples are shown in the Appendix. Where we specify a "base", we are referring to the actual number of respondents interviewed.

Survey Dates

All interviews were conducted from Friday 11th March to Sunday 20th March 2016.

Comparison Data

Communitrak™ offers to Councils the opportunity to compare their performance with those of Local Authorities across all of New Zealand as a whole (National Average) and with similarly constituted Local Authorities (Peer Group Average), through a National Survey of 1,003 residents carried out in November 2014.

Comparisons are made with this data, and with previous readings, when applicable.

The survey methodology for the comparison data is similar in every respect to that used in your Council's Communitrak™ reading.

Where comment has been made regarding respondents more or less likely to represent a particular opinion or response, the comparison has been made between respondents in each socio-economic group and not between each socio-economic group and the total.

Weightings have been applied to this comparison data to reflect the actual adult population in Local Authorities as determined by Statistics NZ 2013 Census data.

It is important to bear in mind that this is a 'yardstick' only to provide an indication of typical resident perceptions. The performance criteria established by Council are of particular relevance, and thus are the emphasis of the survey.

Comparisons With National Communitrak™ Results

Where survey results have been compared with Peer Group and/or National Average results from the November 2014 National Communitrak™ Survey, NRB has used the following for comparative purposes, for a sample of 200 residents:

above/below	±10% or more
slightly above/below	±8% to 9%
on par with	±4% to 7%
similar to	±1% to 3%

Margin Of Error

The survey is a quota sample, designed to cover the important variables within the population. Therefore, we are making the assumption that it is appropriate to use the error estimates that would apply to a simple random sample of the population.

The following margins of error are based on a simple random sample. The maximum likely error limits occur when a reported percentage is 50%, but more often than not the reported percentage is different, and margins of error for other reported percentages are shown below. The margin of error approaches 0% as a reported percentage approaches either 100% or 0%.

Margins of error rounded to the nearest whole percentage, at the 95 percent level of confidence, for different sample sizes and reported percentages are:

Sample Size	Reported Percentage				
	50%	60% or 40%	70% or 30%	80% or 20%	90% or 10%
500	±4%	±4%	±4%	±4%	±3%
400	±5%	±5%	±5%	±4%	±3%
300	±6%	±6%	±5%	±5%	±3%
200	±7%	±7%	±6%	±6%	±4%

The margin of error figures above refer to the accuracy of a result in a survey, given a 95 percent level of confidence. A 95 percent level of confidence implies that if 100 samples were taken, we would expect the margin of error to contain the true value in all but five samples. At the 95 percent level of confidence, the margin of error for a sample of 200 respondents, at a reported percentage of 50%, is plus or minus 7%.

Significant Difference

This is a test to determine if the difference in a result between two separate surveys is significant. Significant differences rounded to the nearest whole percentage, at the 95 percent level of confidence, for different sample sizes and midpoints are:

Sample Size	Midpoint				
	50%	60% or 40%	70% or 30%	80% or 20%	90% or 10%
500	6%	6%	6%	5%	4%
400	7%	7%	6%	6%	4%
300	8%	8%	7%	6%	5%
200	10%	10%	9%	8%	6%

The figures above refer to the difference between two results that is required, in order to say that the difference is significant, given a 95 percent level of confidence. Thus the significant difference, for the same question, between two separate surveys of 200 respondents is 10%, given a 95 percent level of confidence, where the midpoint of the two results is 50%.



C. EXECUTIVE SUMMARY

This report summarises the opinions and attitudes of Wairoa District Council residents and ratepayers to the services and facilities provided for them by their Council and their elected representatives.

The Wairoa District Council commissioned Communitrak™ as a means of measuring their effectiveness in representing the wishes and viewpoints of their residents. Understanding residents' and ratepayers' opinions and needs will allow Council to be more responsive towards its citizens.

Communitrak™ provides a comparison for Council on major issues, on their performance relative to the performance of their Peer Group of similarly constituted Local Authorities, and to Local Authorities on average throughout New Zealand.

Please note that while the Communitrak™ survey report is, of course, available to residents, the Mayor and Councillors, and Council staff, it is not available to research or other companies to use or leverage in any way for commercial purposes.

SNAPSHOT



82% of residents are satisfied with the District's reserves and sportsgrounds.



While 27% are not very satisfied with roads in the District.



97% of residents think Wairoa District is definitely/mostly a safe place to live.



54% of residents are satisfied with the way Council involves the public in the decisions it makes.



78% of residents feel very safe/safe in their home and for their livelihood if a natural disaster strikes.

COUNCIL SERVICES/FACILITIES

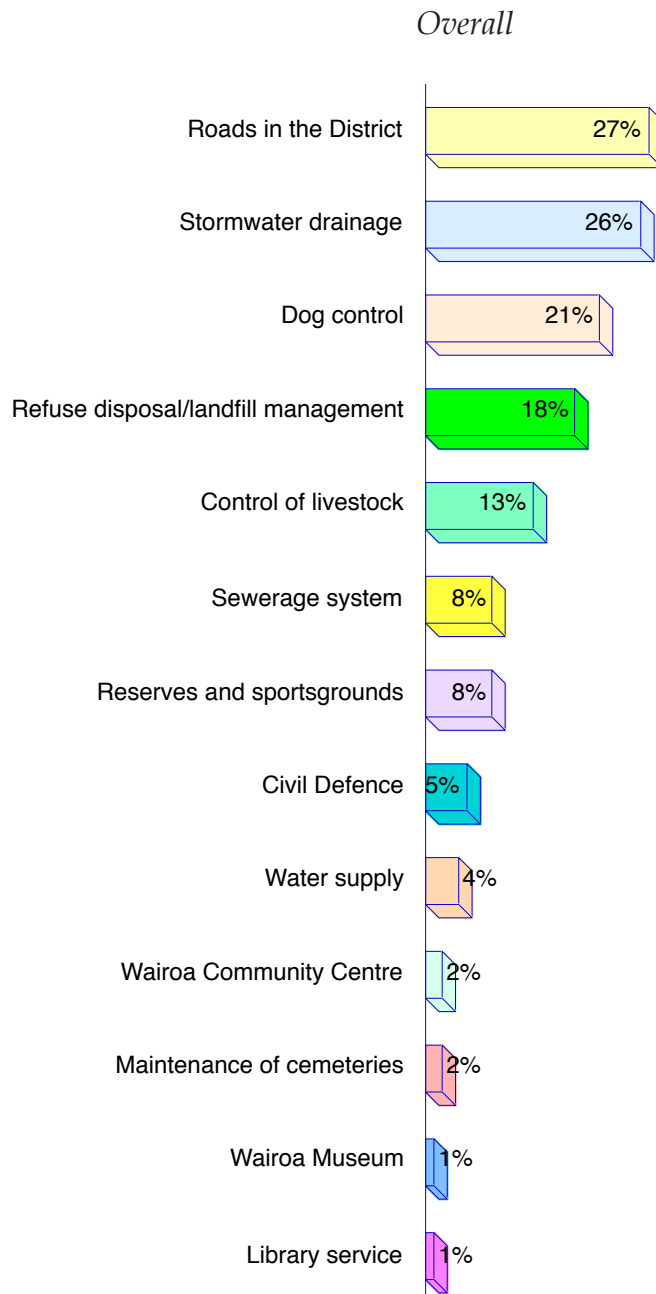
Summary Table: Satisfaction With Services/Facilities

	Wairoa 2016		Wairoa 2015		Wairoa 2014	
	Very / fairly satisfied %	Not very satisfied %	Very / fairly satisfied %	Not very satisfied %	Very / fairly satisfied %	Not very satisfied %
Wairoa Community Centre	82 =	2 =	80	5	79	10
Reserves and sportsgrounds	82 =	8 =	87	6	71	20
Control of livestock	79 =	13 =	83	8	79	10
Civil Defence Emergency Management	77 =	5 =	70	8	67	5
Library service	73 ↓	1 =	83	-	79	3
Roads in the District	72 ↓	27 =	80	20	71	27
Dog control	71 ↑	21 ↓	63	29	71	24
The Wairoa Museum	69 =	1 =	73	-	81	1
Refuse disposal and landfill management	65 ↓	18 =	75	15	67	28
Water supply	63 =	4 =	58	6	63	9
Cemetery maintenance	61 ↓	2 =	70	3	79	3
Stormwater drainage	56 =	26 =	61	24	53	31
Sewerage system	54 =	8 =	49	8	54	7

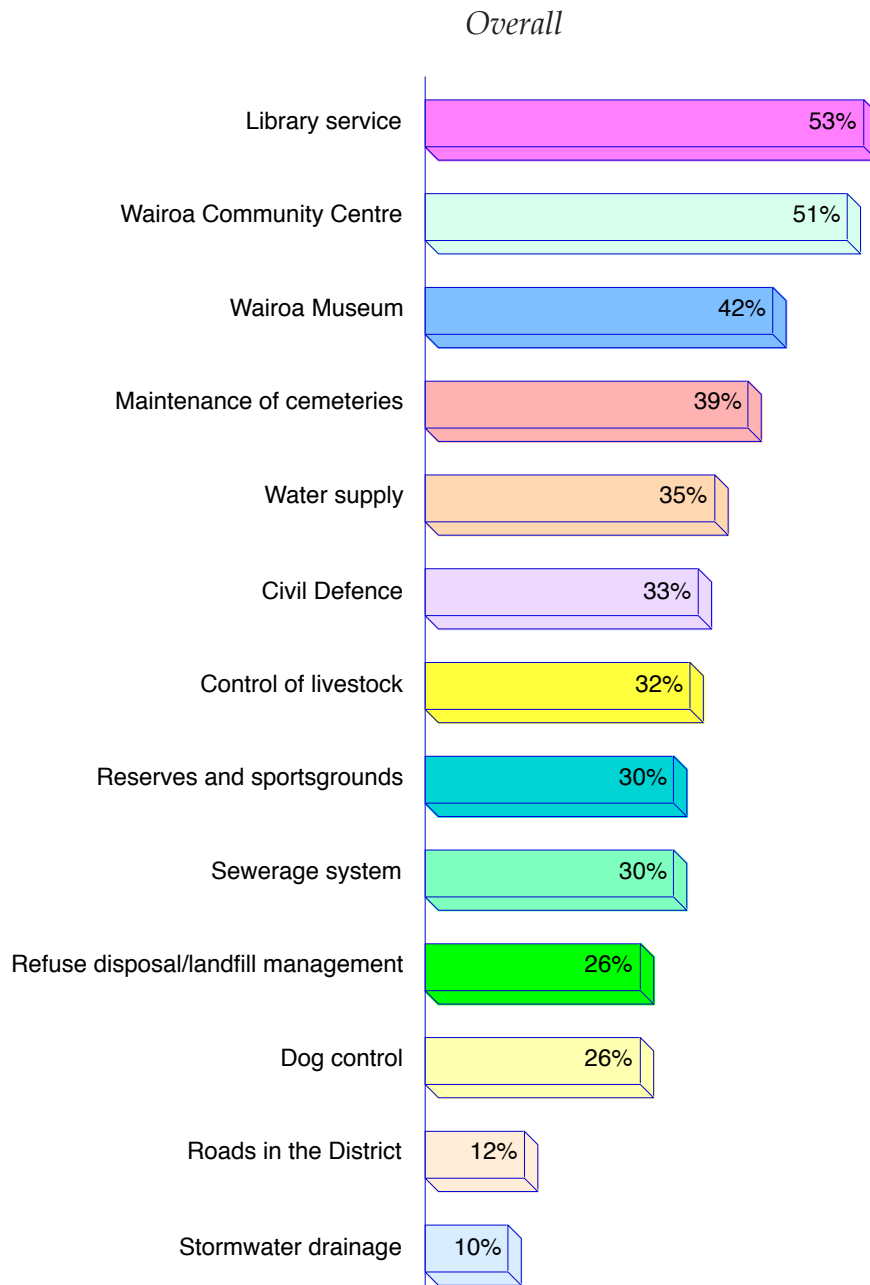
NB: where figures don't add to 100%, the balance is a "don't know" response

Key: ↑ above/slightly above 2015 reading
 ↓ below/slightly below 2015 reading
 = similar/on par

Percent Saying They Are Not Very Satisfied With ...



Percent Saying They Are Very Satisfied With ...



Percent Not Very Satisfied Versus Peer Group/National Averages

The percent not very satisfied in Wairoa District is **higher/slightly higher** than the Peer Group Average and/or National Average for ...

	Wairoa %	Peer Group %	National Average %
• stormwater drainage	26	13	13
• refuse disposal and landfill management	18	[†] 9	[†] 11

However, the comparison is **favourable** for ...

• water supply	4	12	9
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For the remaining services or facilities for which comparative data is available, Wairoa District performs **on par with/similar to** other like Local Authorities and Local Authorities nationwide on average for the following ...

• roads in the District	27	27	21
• dog control	21	22	20
• sewerage system	8	6	6
• reserves and sportsgrounds	8	[*] 4	[*] 4
• Civil Defence	5	5	8
• cemetery maintenance	2	[°] 1	[°] 4
• library service	1	3	2
• the Wairoa Museum	1	[◇] 2	[◇] 4

^{*} figures based on the **averaged** ratings for sportsgrounds and playgrounds, **and** parks and reserves, which were asked separately in the 2014 National Communitrak Survey

[†] figures based on ratings of refuse disposal only

[°] figures based on ratings of cemeteries, **including** maintenance

[◇] figures based on ratings of museums in general

Please note that there are no comparative Peer and National Average figures for livestock control and Wairoa Community Centre.

Frequency Of Household Use - Council Services And Facilities

	Usage in the Last Year		
	Three times or more %	Once or twice %	Not at all %
A landfill in the District	65	8	27
Wairoa Community Centre	38	24	38
A reserve or sportsground	45	16	39
A public library	37	16	47
A cemetery	22	31	47
Wairoa Museum	13	30	57
Council's free WiFi on Marine Parade to access the Internet	20	14	66
Control of dogs	8	16	76
Computers or WiFi in the library to access the Internet	8	11	81
Control of livestock	7	7	86

% read across

A landfill in the District, 73% (81% in 2015), and
Wairoa Community Centre, 62% (72% in 2015).

... are the facilities or services surveyed which have been most frequently used by
households in the last year.

CONTACT WITH COUNCIL

a. Who They Approach First

Residents were asked who they would approach first when they have a matter that they need to raise with Council. 13% would approach a Councillor first (18% in 2015), while 75% would first approach the Council offices or staff (72% in 2015).

23% of residents say they have contacted a Councillor and/or the Mayor in the last 12 months. This is similar to the 2015 result.

b. Satisfaction With The Service They Receive When Contacting The Council Offices

Overall, 61% of residents have had contact with the Council offices in the last twelve months. Of these, 93% are satisfied with the overall service received (85% in 2015), and 7% who are not very satisfied (15% in 2015).

In the last 12 months:

41% of residents contacted the Council offices **by phone** (50% in 2015), with 94% of these residents being satisfied.

47% of residents contacted the Council offices **in person**, with 91% of these residents being satisfied.

7% of residents contacted the Council offices **in writing**, with 59%* of these residents being satisfied.

10% of residents contacted the Council offices **by email**, with 80%* of these residents being satisfied.

* caution: small bases

REPRESENTATION

The success of democracy in the Wairoa District Council depends on the Council both influencing and encouraging the opinions of its citizens and representing these views and opinions in its decision making.

a. Awareness

84% of Wairoa residents can name at least one Councillor correctly, with 14% able to name five or more (31% in 2015). On average, residents who can name a Councillor, can name two Councillors.

b. Accessibility Of Councillors

81% of residents feel they know how to contact a Councillor and would do so if the situation arose where they wanted to put a viewpoint, problem or issue to a Councillor. This is similar to the 2015 result.

c. Approachability

In terms of how approachable residents feel their Councillors are, 58% believe their representatives welcome questions, comments and requests, so that they would feel comfortable approaching them. 7% feel Councillors would be reluctant and resistant to approaches. These readings are similar to last year's finding.

Wairoa District residents are above Peer Group residents and residents nationwide, in terms of feeling their Councillors are approachable.

d. Open-mindedness

44% of Wairoa District residents feel that their Councillors give a fair and open-minded hearing when dealing with local community issues (49% in 2015). 12% feel Councillors are defensive and one-sided in these situations. 36% feel the answer lies somewhere between the two.

Wairoa District residents are on par with the Peer Group Average and above the National Average, in terms of their impressions of the Mayor and Councillors' open-mindedness.

e. Consultation

43% of Wairoa residents want consultation on major issues (50% in 2015), and a further 21% wish to be consulted step by step on most issues. 36% want to leave the Mayor and Councillors to get on with the job they were elected for, while keeping the public informed (28% in 2015).

Wairoa District residents are below Peer Group residents and residents nationwide, in wanting consultation on major issues.

Issues* considered major, that residents want consultation on, are ...

- Waihi Dam issues, mentioned by 10% of all residents,
- expenditure / major spending / overspending, 7%,
- environmental issues / rivers / waterways / pollution control, 7%,
- roading / footpath issues, 5%,
- rates issues / level of rates / rates increases / spending of rates money, 5%.

* multiple responses allowed

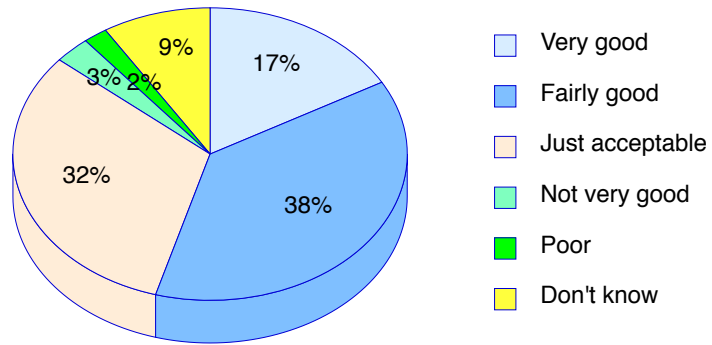
Those[†] wanting consultation expressed a desire for this to be channelled through ...

- newspapers / newspaper articles, 57% of those wanting consultation on most / major issues,
- public meetings / huis, 40%,
- letter, 15%,
- internet / website pages, 14%.

[†] Base = 119

We believe that although a large number suggested meetings as a consultative measure, this cannot be taken to mean that large numbers would attend meetings. Rather, we feel this is the constituency calling for consultation on a more personal basis, with greater interaction and **two-way** communication between the Council and residents. This is supported by the 10% who require personal contact. In 2016, 9% of residents said they attended a public meeting in the last six months.

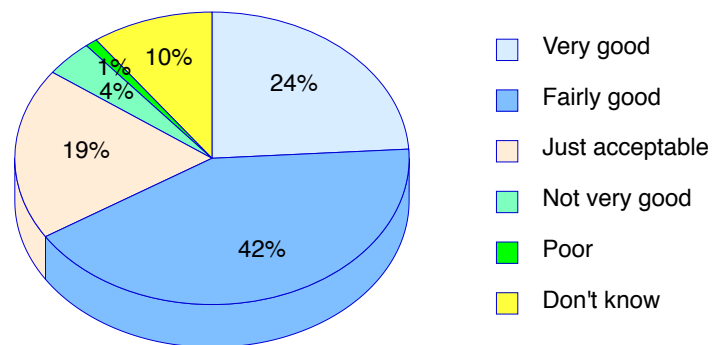
f. Performance Rating Of The Mayor And Councillors



(Does not add to 100% due to rounding)

Wairoa District is on par with the Peer Group and National Averages, in terms of rating the Mayor and Councillors' performance as very /fairly good.

g. Performance Rating Of The Council Staff

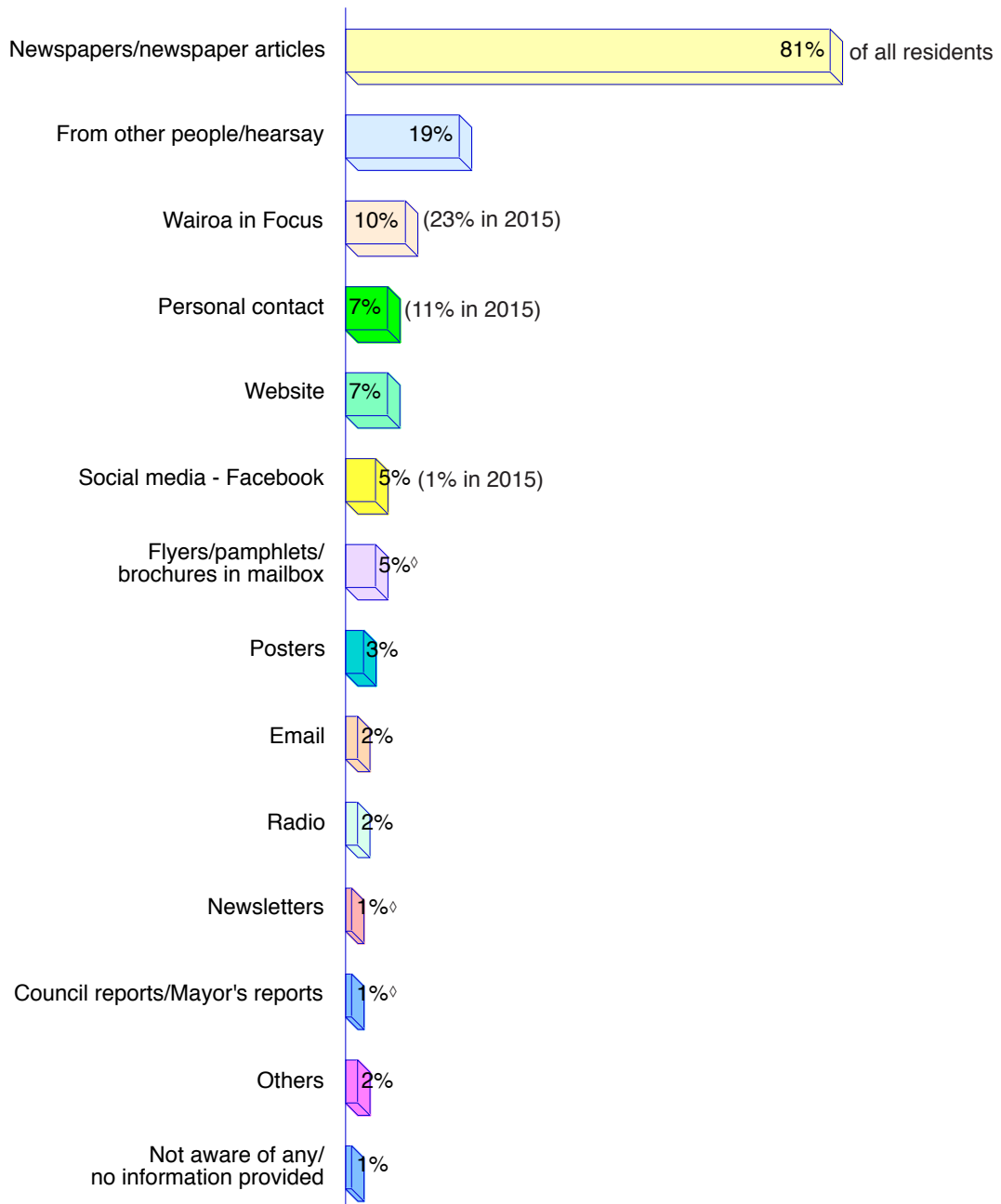


Wairoa District is similar to the Peer Group Average and above the National Average, in terms of rating the performance of Council staff as very /fairly good.

LOCAL ISSUES

Information

Where*, or from whom, do you see, read or hear about Wairoa District Council news and events?



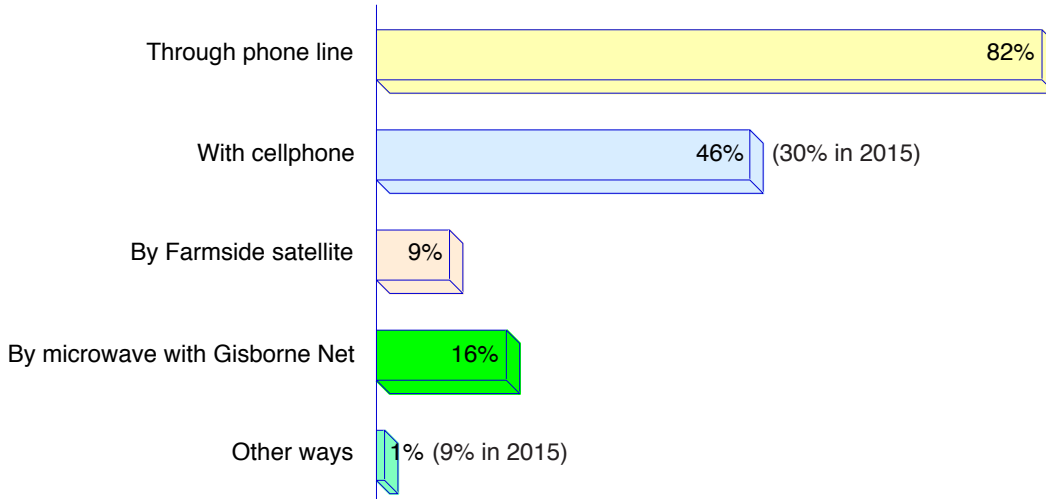
* multiple responses allowed

◇ not mentioned in 2015

Internet Access

83% of residents say they have access to the Internet (84% in 2015).

How residents[†] access Internet at home



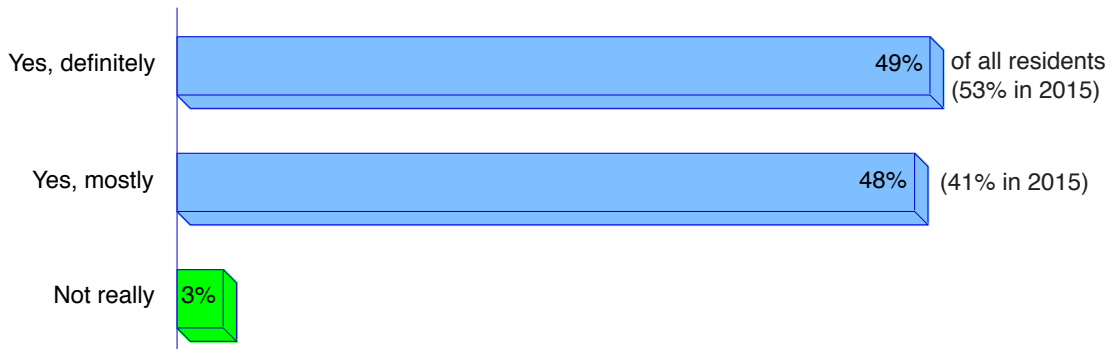
[†] residents who have access to Internet at home
Base = 154

Place To Live

39% of residents think Wairoa District is better, as a place to live, than it was three years ago (24% in 2015), while 44% feel it is the same (52% in 2015) and 11% say it is worse (17% in 2015). 7% are unable to comment. (Does not add to 100% due to rounding).

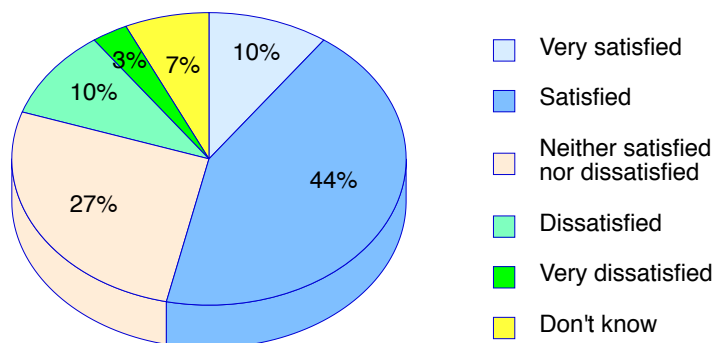
Perception Of Safety

Is Wairoa District generally a safe place to live?



Council Consultation And Community Involvement

Satisfaction with the way Council involves the public in the decisions it makes.



(does not add to 100% due to rounding)

Residents think the Council's level of consultation with Māori in the District is:

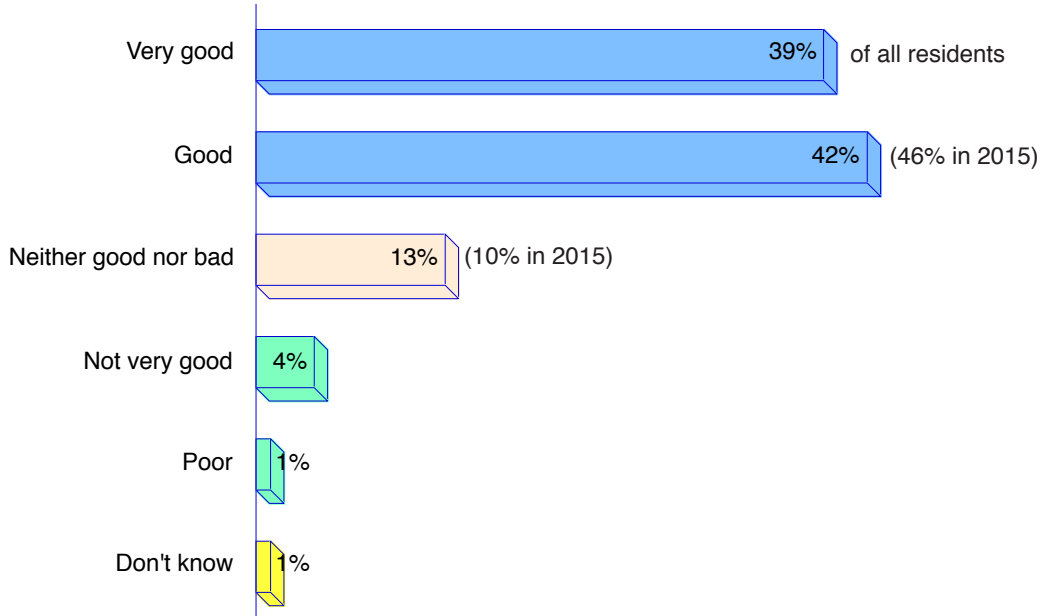
More than enough	23% of all residents (21% in 2015)
Enough	43% (45% in 2015)
Not enough	17% (13% in 2015)
Nowhere near enough	2% (4% in 2015)
Don't know	15% (17% in 2015)

Quality Of Life

Overall, 47% of residents feel the quality of life in Wairoa District is very good (43% in 2015), 39% say it is good (43% in 2015), 11% think it is fair and 3% say it is poor.

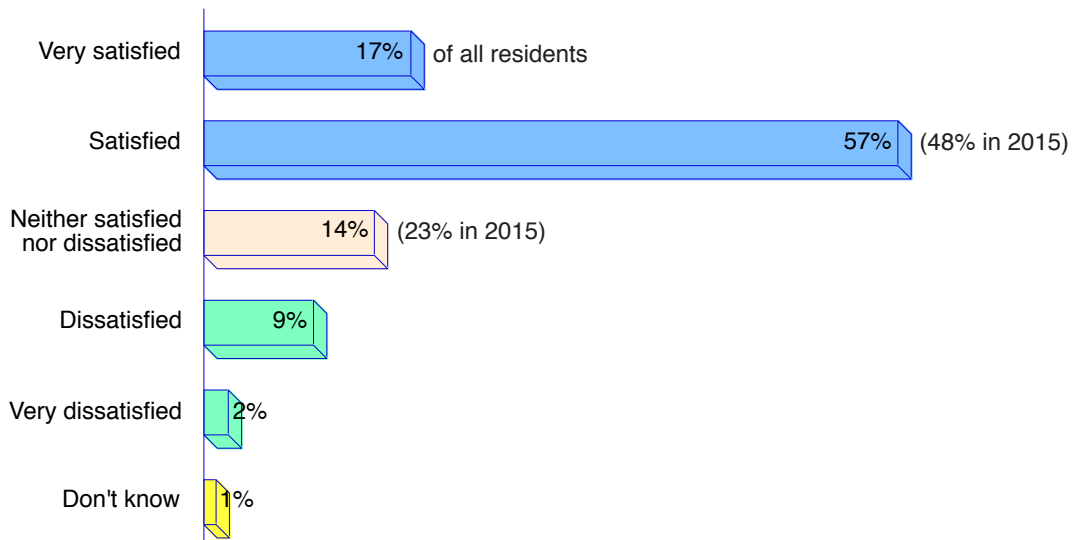
Community Spirit

Residents rate the community spirit of Wairoa District as ...



Natural Environment

Satisfaction that the natural environment in the Wairoa District is being preserved and sustained for future generations ...



Civil Defence/Emergency Management

69% of residents say they are prepared for a Civil Defence emergency (76% in 2015), while 31% say they are not (23% in 2015).

The Council has an ongoing education programme to encourage residents to prepare for a Civil Defence emergency. 48% of residents say they are aware of this campaign (51% in 2015).

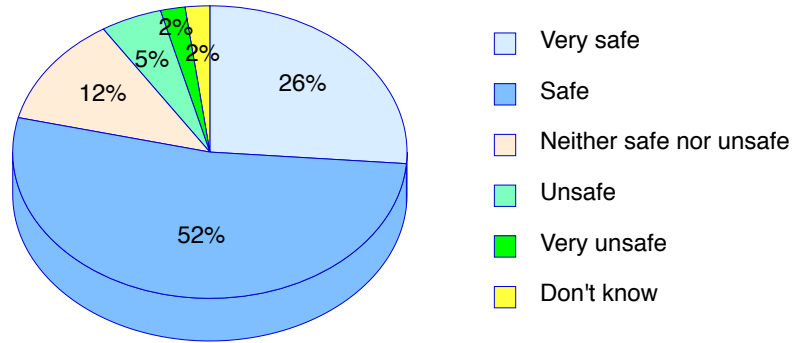
Where or from whom residents get Civil Defence information*:

- by ringing/visiting the District Council, mentioned by 41% of all residents (35% in 2015),
- the phone book, 26%,
- visiting a website/the Internet/looking online, 20% (31% in 2015),
- Civil Defence/Civil Defence staff, 5%,
- family/friends/neighbours/other people, 3%,
- library, 2%[◇],
- Search and Rescue, 2%[◇],
- Councillor/Mayor, 2%[◇],
- police, 1%,
- TV, 1%,
- radio, 1% (5% in 2015),
- fire brigade, 1%,
- phone 111/emergency services, 1%[◇],
- others, 2%,
- don't know, 5%.

* multiple responses allowed

◇ not mentioned in 2015

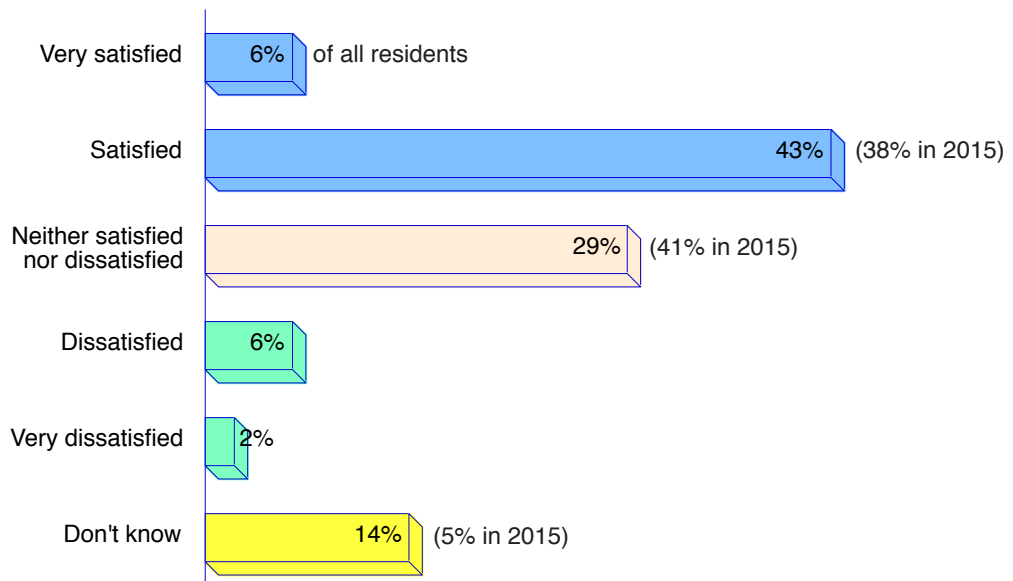
How safe do residents feel in their home and for their livelihood if a natural disaster strikes?:



(does not add to 100% due to rounding)

Community Facilities

Satisfaction with the value for money Wairoa District as a whole gets for the amount of rates money spent on supporting community facilities and organisations.



* * * * *

D. MAIN FINDINGS

Throughout this Communitrak™ report comparisons are made with the National Average of Local Authorities, with the Peer Group of similar Local Authorities, and with the 2000-2015 Communitrak™ reports.

For Wairoa District Council, this Peer Group of similar Local Authorities are those comprising a rural area, together with a town(s) or urban component.

NRB has defined the Rural Peer Group as those Territorial Authorities where less than 66% of dwellings are in urban meshblocks, as classified by Statistics New Zealand's 2013 Census data.

Included in this Peer Group are ...

Buller District Council
 Carterton District Council
 Central Hawke's Bay District Council
 Central Otago District Council
 Clutha District Council
 Far North District Council
 Hauraki District Council
 Hurunui District Council
 Kaikoura District Council
 Kaipara District Council
 MacKenzie District Council
 Manawatu District Council
 Matamata Piako District Council
 Opotiki District Council
 Otorohanga District Council
 Rangitikei District Council

Ruapehu District Council
 Selwyn District Council
 South Taranaki District Council
 Southland District Council
 South Wairarapa District Council
 Stratford District Council
 Tararua District Council
 Tasman District Council
 Waikato District Council
 Waimakariri District Council
 Waimate District Council
 Waitaki District Council
 Waitomo District Council
 Western Bay of Plenty District Council
 Westland District Council

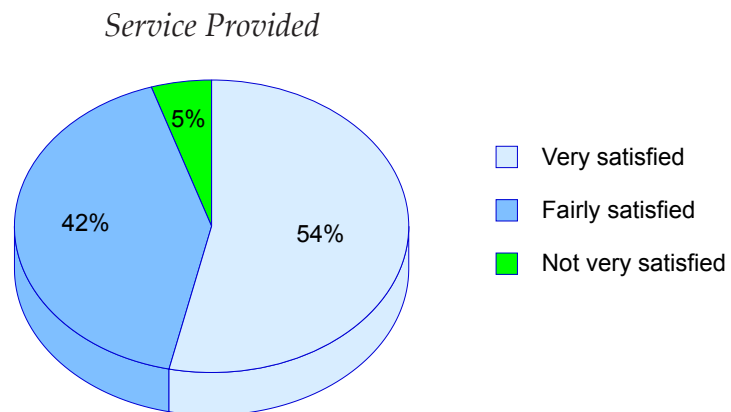
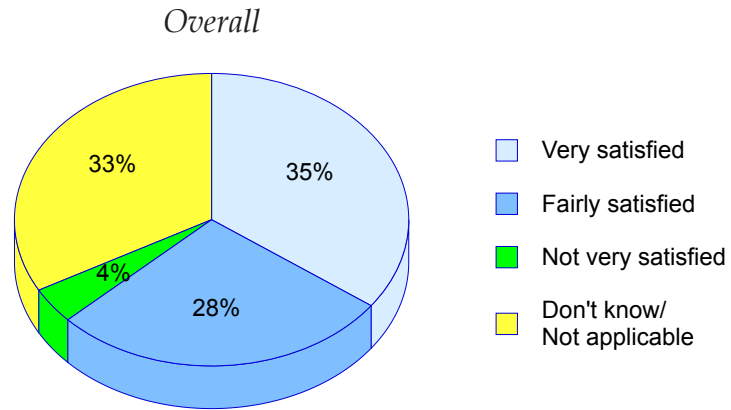


1. COUNCIL SERVICES/FACILITIES

A. SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Residents were read out a number of Council functions and asked whether they are very satisfied, fairly satisfied or not very satisfied with the provision of that service or facility.

i. Water Supply



Base = 132

63% of Wairoa District residents are satisfied with their water supply (58% in 2015), including 35% who are very satisfied (40% in 2015). 4% are not very satisfied and 33% are unable to comment (37% in 2015).

The percent not very satisfied is slightly below the Peer Group Average, on par with the National Average and similar to last year's reading.

65% of residents say they receive a piped water supply (60% in 2015). Those with a piped water supply are more likely to be satisfied with their water supply (96%), than residents overall, while being less likely to be unable to comment (0%).

There are no notable differences between Urban and Rural residents and between socio-economic groups, in terms of those residents not very satisfied with the water supply.

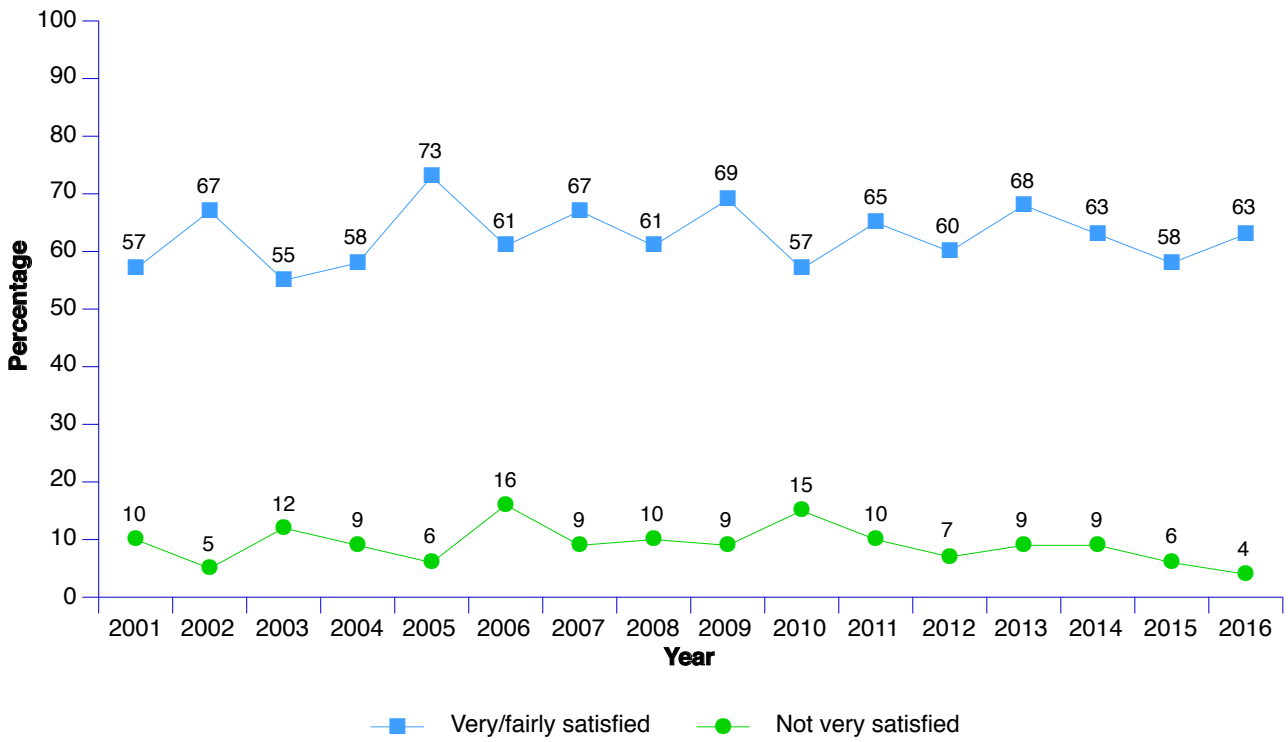
Satisfaction With Water Supply

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall					
Total District 2016	35	28	63	4	33
2015 [†]	40	18	58	6	37
2014	41	22	63	9	28
2013	41	27	68	9	23
2012	29	31	60	7	33
2011	35	30	65	10	25
2010	20	37	57	15	28
2009	31	38	69	9	22
2008	27	34	61	10	29
2007	34	33	67	9	24
2006	32	29	61	16	23
2005	43	30	73	6	21
2004	40	18	58	9	33
2003	26	29	55	12	33
2002	35	32	67	5	28
2001	26	31	57	10	33
2000	37	24	61	6	33
Service Provided [†]	54	42	96	5	-
Comparison					
Peer Group Average (Rural)	32	34	66	12	22
National Average	48	35	83	9	8
Area					
Urban	53	42	95	5	-
Rural	17	15	32	4	64

% read across

[†] does not add to 100% due to rounding

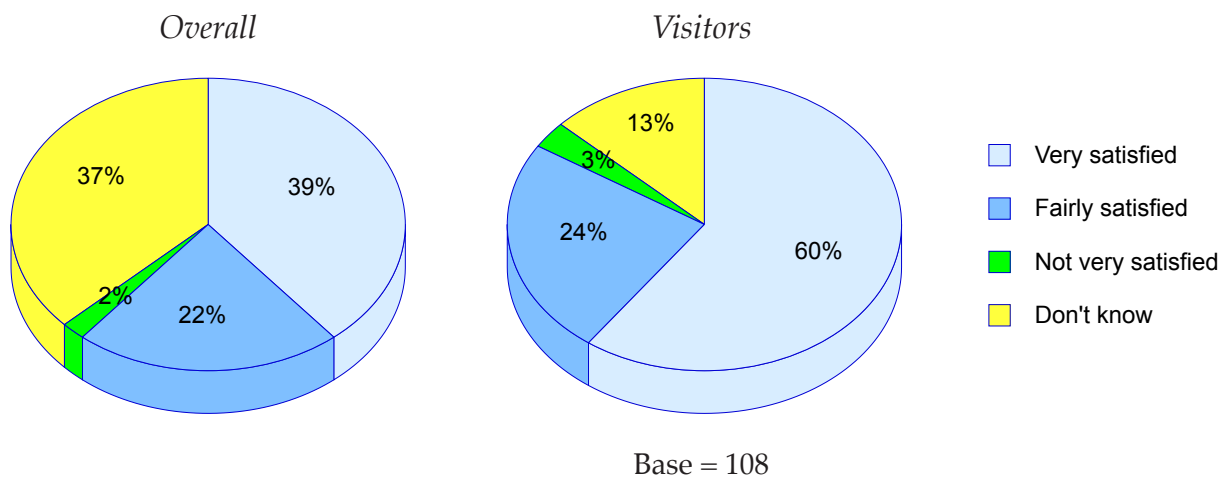
Water Supply



Recommended Satisfaction Measures For Reporting Purposes:

Total District = 63%
 Receivers of Service = 96%

ii. Maintenance Of Cemeteries



61% of residents are satisfied with the maintenance of cemeteries (70% in 2015), including 39% who are very satisfied. 2% are not very satisfied and 37% are unable to comment (27% in 2015).

The percent not very satisfied is similar to the Peer Group and National Averages for **cemeteries, including maintenance of cemeteries**, and the 2015 reading.

53% of households have visited a cemetery in the last 12 months. Of these, 84% are satisfied and 3% not very satisfied.

There are no notable differences between Urban and Rural residents and between socio-economic groups, in terms of those residents not very satisfied with the maintenance of cemeteries.

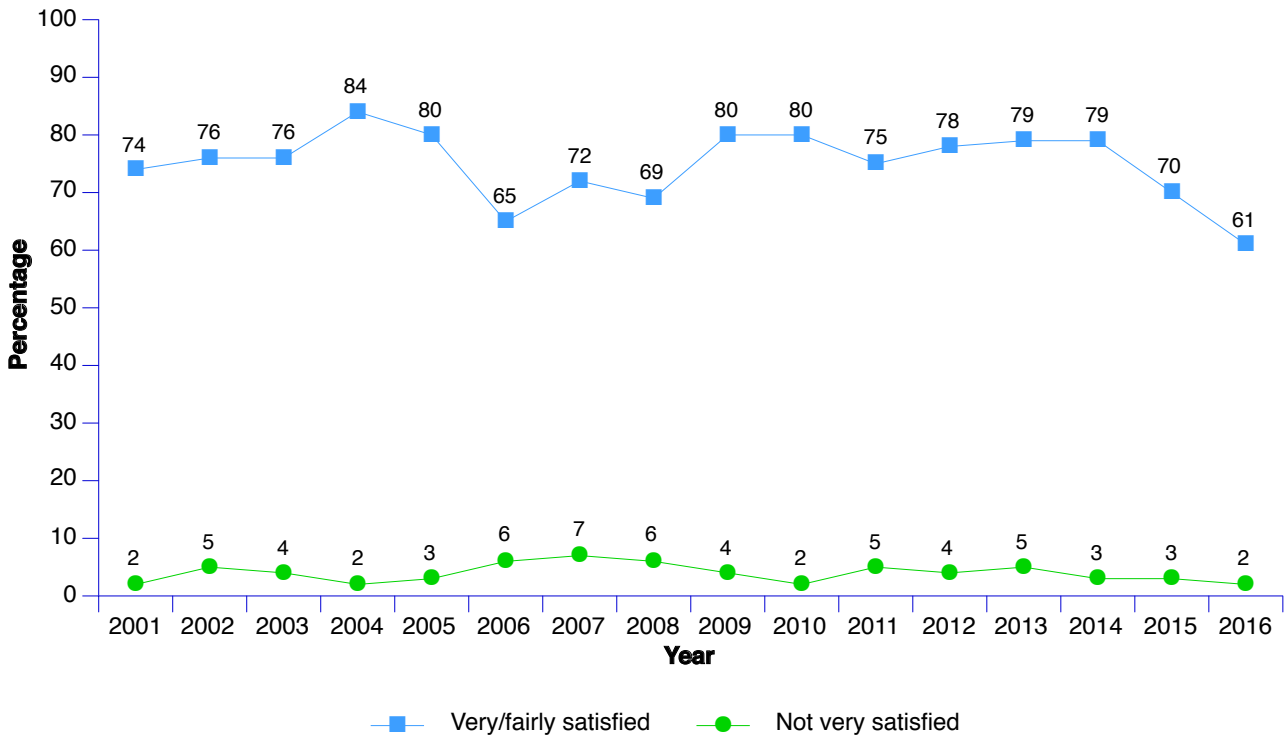
Satisfaction With Maintenance Of Cemeteries

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall					
Total District					
2016	39	22	61	2	37
2015	43	27	70	3	27
2014	51	28	79	3	18
2013	45	34	79	5	16
2012	32	46	78	4	18
2011	33	42	75	5	20
2010	32	48	80	2	18
2009	31	49	80	4	16
2008	37	32	69	6	25
2007	28	44	72	7	21
2006	28	37	65	6	29
2005	52	28	80	3	17
2004	58	26	84	2	14
2003	44	32	76	4	20
2002	40	36	76	5	19
2001	37	37	74	2	24
2000	45	29	74	6	20
Visitors	60	24	84	3	13
Comparison*					
Peer Group Average (Rural)	48	35	83	1	16
National Average	37	35	72	4	24
Area					
Urban	55	25	80	2	18
Rural	25	19	44	1	55

% read across

* Peer Group and National Average readings are based on ratings for cemeteries, including maintenance of cemeteries

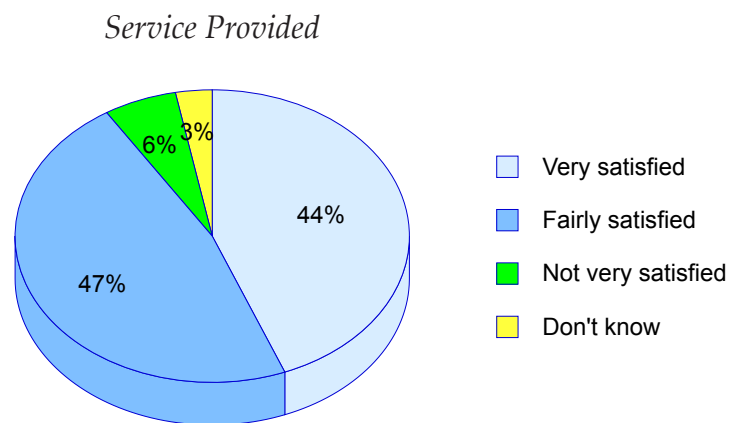
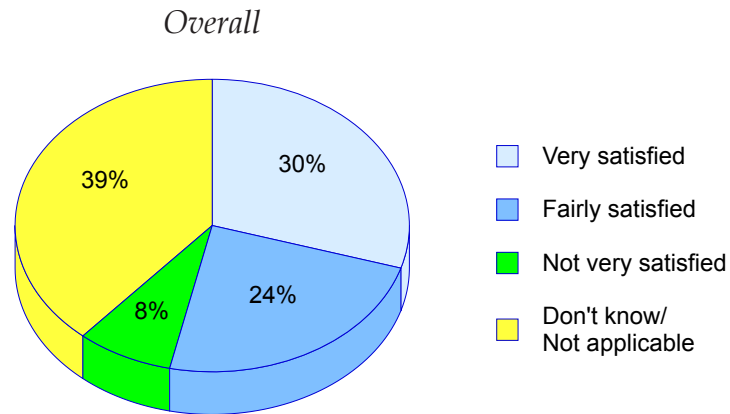
Maintenance Of Cemeteries



Recommended Satisfaction Measures For Reporting Purposes:

Total District = 61%
 Visitors = 83%

iii. Sewerage System



Base = 111

54% of residents are satisfied with the District's sewerage system (49% in 2015), including 30% who are very satisfied, while 8% are not very satisfied. 39% are unable to comment (42% in 2015).

The percent not very satisfied is similar to the Peer Group and National Averages and the 2015 reading.

51% of residents are provided with a sewerage system. Compared to residents overall, they are more likely to be satisfied (91%, compared to 81% in 2015), less likely to have been unable to comment (3%) and similar in terms of being not very satisfied (6%).

There are no notable differences between Urban and Rural residents and between socio-economic groups, in terms of those residents not very satisfied with the sewerage system.

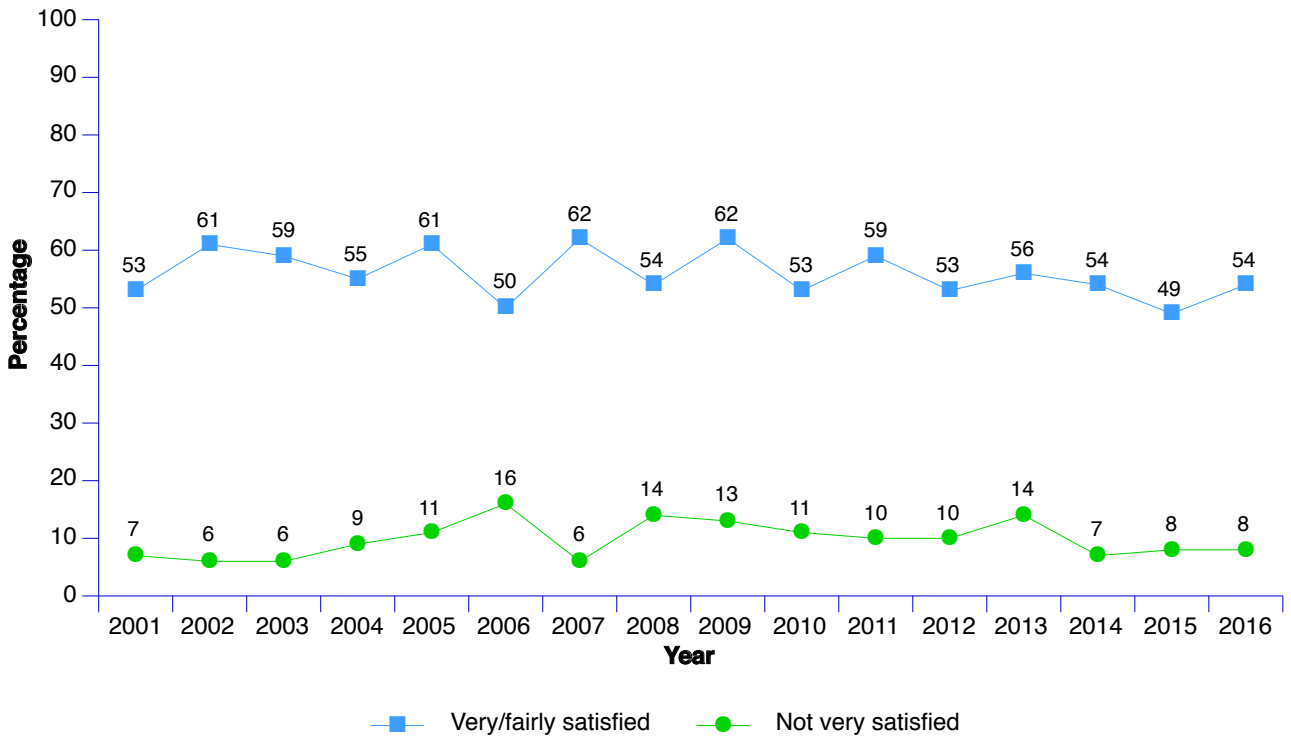
Satisfaction With The Sewerage System

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall					
Total District 2016 [†]	30	24	54	8	39
2015 [†]	32	17	49	8	42
2014	31	23	54	7	39
2013 [†]	27	29	56	14	29
2012 [†]	20	33	53	10	38
2011 [†]	30	29	59	10	30
2010	20	33	53	11	36
2009	26	36	62	13	25
2008	26	28	54	14	32
2007	29	33	62	6	32
2006	25	25	50	16	34
2005	32	29	61	11	28
2004	34	21	55	9	36
2003	27	32	59	6	35
2002	25	36	61	6	33
2001	19	34	53	7	40
2000	31	26	57	3	40
Service Provided	44	47	91	6	3
Comparison					
Peer Group Average (Rural) [†]	34	31	65	6	30
National Average	51	32	83	6	11
Area					
Urban	46	45	91	5	4
Rural [†]	3	15	18	11	72

% read across

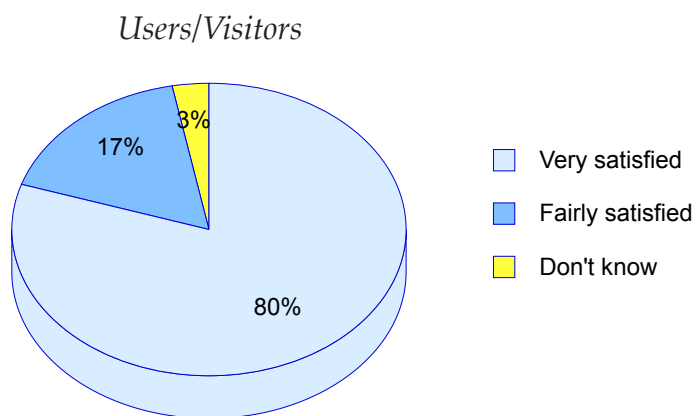
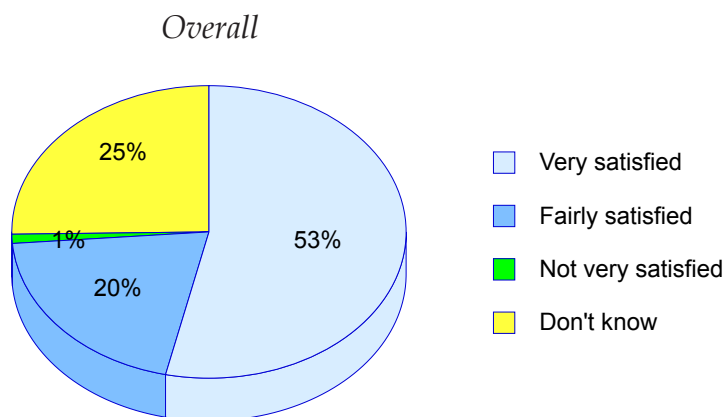
[†] does not add to 100% due to rounding

Sewerage System



Recommended Satisfaction Measures For Reporting Purposes:
 Total District = 54%
 Receivers of Service = 91%

iv. Library Service



Base = 103

73% of Wairoa District residents are satisfied with the library service in the District (83% in 2015), including 53% who are very satisfied (62% in 2015). 25% are unable to comment (17% in 2015).

The percent not very satisfied (1%) is similar to the Peer Group and National Averages and the 2015 reading.

53% of households have used or visited a public library in the District in the last 12 months (68% in 2015). Of these, 97% are satisfied and 3% are unable to comment.

There are no notable differences between Urban and Rural residents and between socio-economic groups, in terms of those residents not very satisfied.

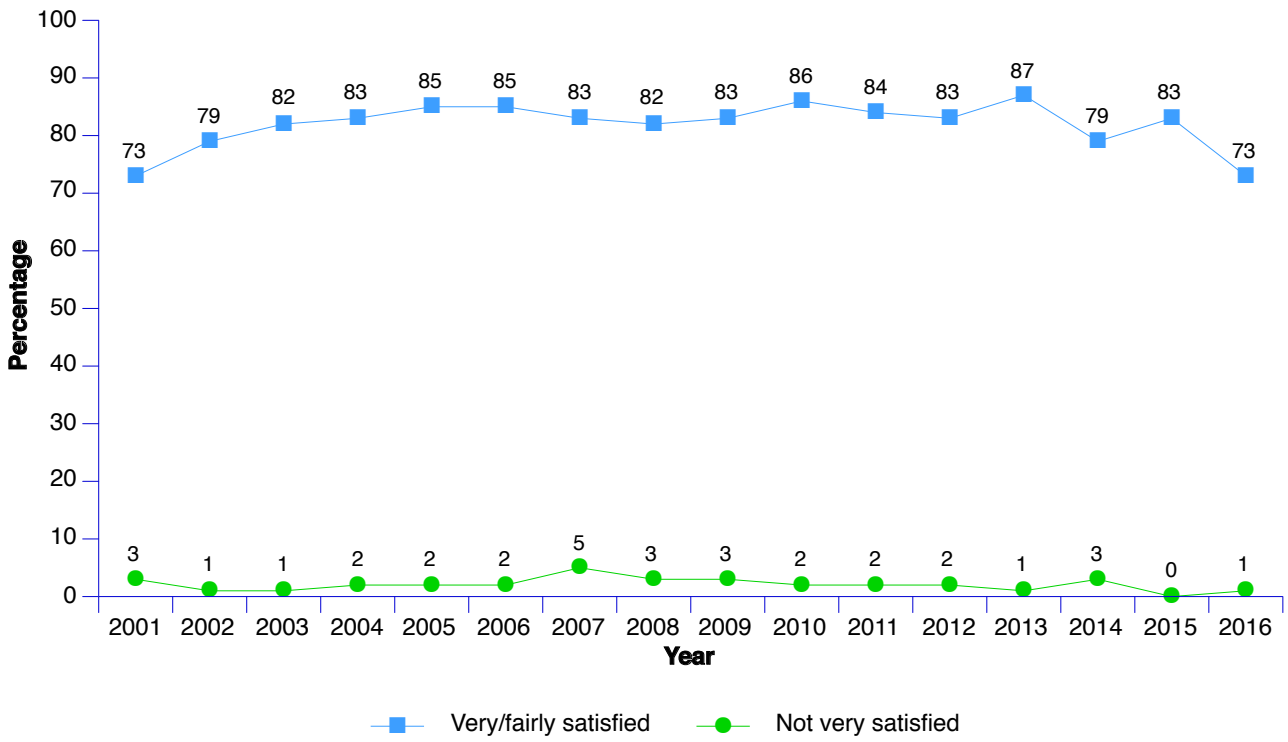
Satisfaction With Library Service

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall					
Total District 2016 [†]	53	20	73	1	25
2015	62	21	83	-	17
2014 [†]	67	12	79	3	17
2013	67	20	87	1	12
2012	59	24	83	2	15
2011	60	24	84	2	14
2010	61	25	86	2	12
2009	51	32	83	3	14
2008	69	13	82	3	15
2007	64	19	83	5	12
2006	66	19	85	2	13
2005	68	17	85	2	13
2004	66	17	83	2	15
2003	54	28	82	1	17
2002	62	17	79	1	20
2001	47	26	73	3	24
2000	56	23	79	5	16
Users/Visitors	80	17	97	-	3
Comparison					
Peer Group Average (Rural)	62	23	85	3	12
National Average	69	21	90	2	8
Area					
Urban	60	17	77	-	23
Rural [†]	47	23	70	3	28

% read across

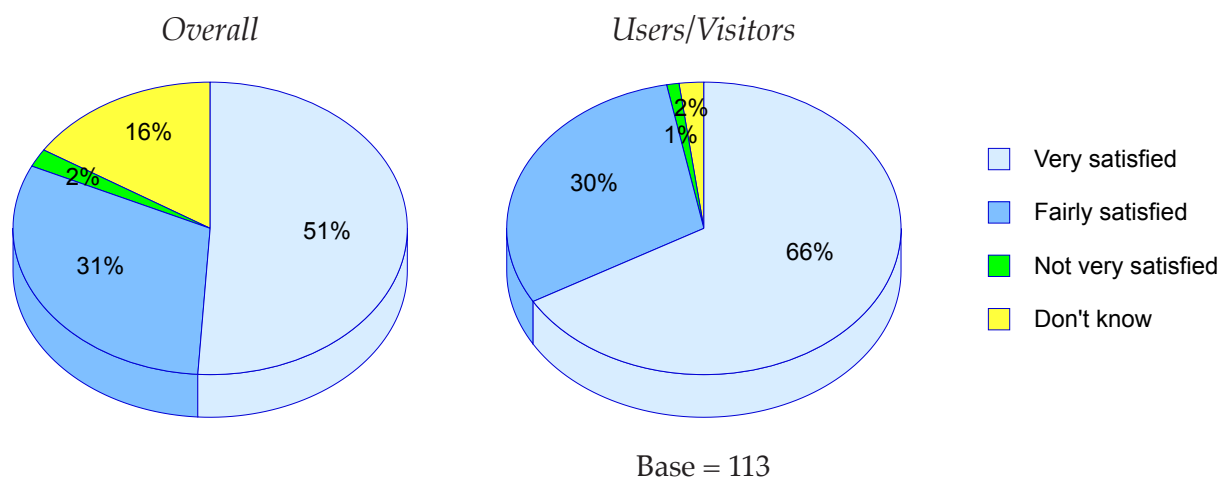
[†] does not add to 100% due to rounding

Library Service



Recommended Satisfaction Measures For Reporting Purposes:
 Total District = 73%
 Users/Visitors = 97%

v. Wairoa Community Centre



82% of residents are satisfied with the Wairoa Community Centre, including 51% who are very satisfied. 2% are not very satisfied (5% in 2015) and 16% are unable to comment.

There are no comparative Peer Group and National Average figures for this reading.

62% of households have used or visited the Wairoa Community Centre in the last 12 months (72% in 2015). Of these "users/visitors", 96% are satisfied and 1% not very satisfied.

There are no notable differences between Urban and Rural residents and between socio-economic groups in terms of those residents not very satisfied with the Wairoa Community Centre.

Satisfaction With Wairoa Community Centre

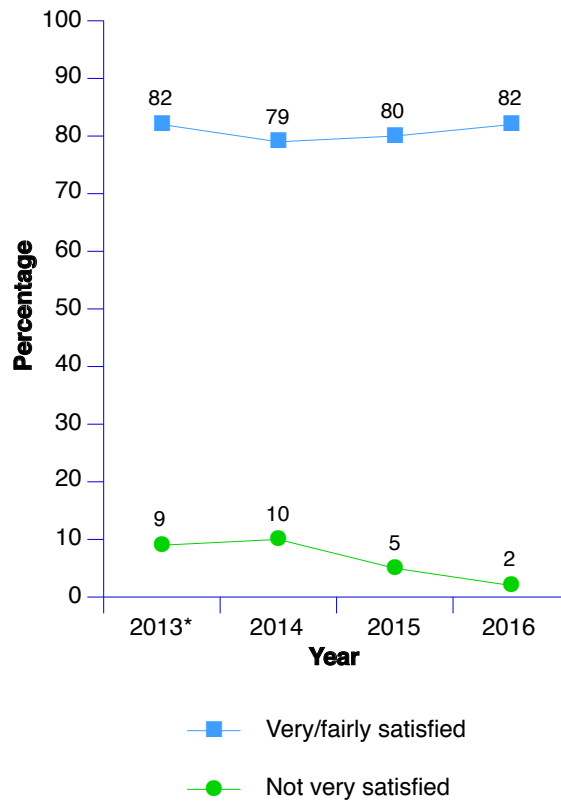
	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall					
Total District 2016	51	31	82	2	16
2015 [†]	55	25	80	5	16
2014 [†]	54	25	79	10	10
2013 [*]	52	30	82	9	9
Users/Visitors [†]	66	30	96	1	2
Area					
Urban	62	22	84	2	14
Rural	42	38	80	2	18

% read across

* not asked prior to 2013

[†] does not add to 100% due to rounding

Wairoa Community Centre

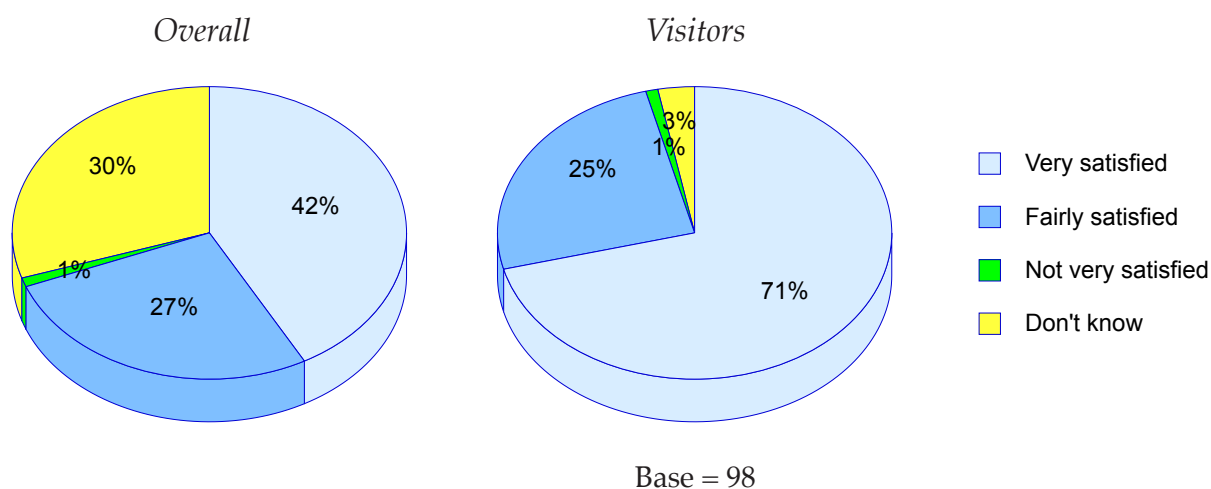


* not asked prior to 2013

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 82%
 Users / Visitors = 96%

vi. Wairoa Museum



69% of residents are satisfied with the Wairoa Museum (73% in 2015), including 42% who are very satisfied (56% in 2015), while 30% are unable to comment (26% in 2015).

The percent not very satisfied (1%) is similar to the Peer Group and National Averages and the 2015 reading.

43% of households have visited the Wairoa Museum in the last 12 months (53% in 2015). Of these, 96% are satisfied and 1% not very satisfied.

There are no notable differences between Urban and Rural residents and between socio-economic groups, in terms of those not very satisfied with the Wairoa Museum.

Satisfaction With The Wairoa Museum

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall					
Total District	42	27	69	1	30
2016	42	27	69	1	30
2015 [†]	56	17	73	-	26
2014	59	22	81	1	18
2013*	53	30	83	-	17
2005	66	16	82	1	17
2004	51	22	73	2	25
2003	44	22	66	2	32
2002	36	12	48	9	43
2001	17	25	42	6	52
2000	21	24	45	6	49
Visitors	71	25	96	1	3
Comparison**					
Peer Group Average (Rural)	26	24	50	2	48
National Average	49	23	72	4	24
Area					
Urban	55	20	75	1	24
Rural	31	34	65	-	35

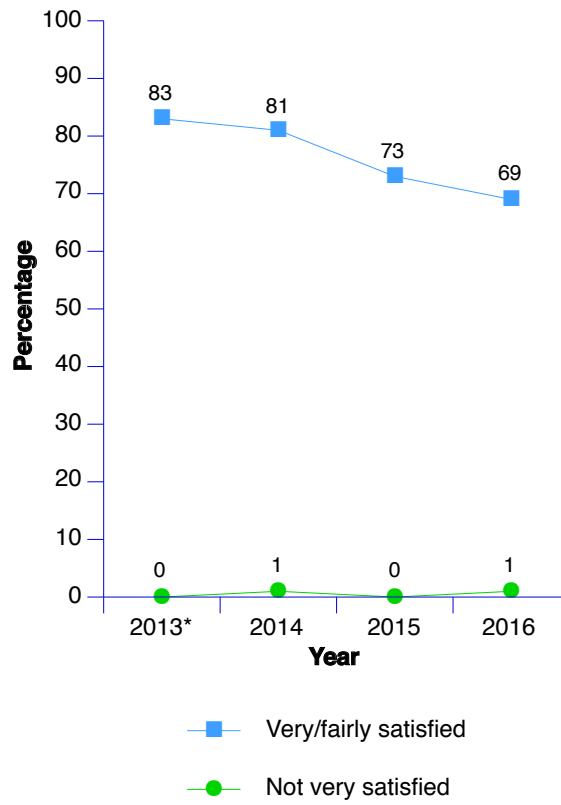
% read across

* not asked from 2006-2012. Readings from 2000-2005 refer to 'The Museum'.

** Peer Group and National Averages refer to ratings for museums in general

[†] does not add to 100% due to rounding

Wairoa Museum



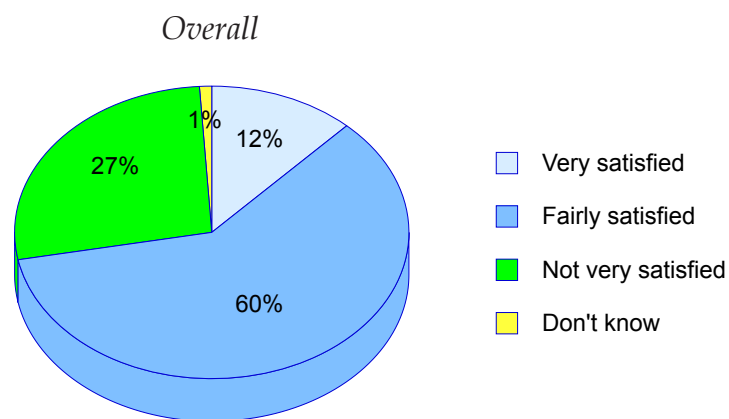
* not asked from 2006-2012

Recommended Satisfaction Measures For Reporting Purposes:
 Total District = 69%
 Visitors = 96%

B. SATISFACTION WITH COUNCIL SERVICES/FACILITIES - WITH REASONS FOR DISSATISFACTION

Residents were read out a number of Council functions and asked whether they are very satisfied, fairly satisfied or not very satisfied with the provision of that service or facility. Those residents not very satisfied were asked to say why they felt this way.

i. *Roads in the District (excluding State Highways 2 and 38, as they are not Council roads)*



72% of residents are satisfied with roads in the District (80% in 2015), while 27% are not very satisfied (20% in 2015).

The percent not very satisfied is similar to the Peer Group Average and on par with the National Average.

Residents are more likely to be not very satisfied with roads in the District are ...

- Rural residents,
- NZ European residents.

Satisfaction With Roads In The District

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall*					
Total District 2016	12	60	72	27	1
2015	19	61	80	20	-
2014 [†]	12	59	71	27	3
2013	13	62	75	25	-
2012 [†]	13	58	71	28	2
2011	16	53	69	29	2
2010	10	59	69	30	1
2009	10	71	81	17	2
2008	15	53	68	32	-
2007	14	59	73	27	-
2006	10	48	58	41	1
2005	12	55	67	32	1
2004	18	48	66	32	2
2003	23	44	67	32	1
2002	12	54	66	34	-
2001	11	56	67	33	-
2000	24	42	66	33	1
Comparison					
Peer Group Average (Rural) [†]	18	55	73	27	1
National Average	20	58	78	21	1
Area					
Urban	16	77	93	7	-
Rural [†]	9	45	54	46	1
Ethnicity					
NZ European [†]	14	50	64	34	1
NZ Māori	10	71	81	19	-

% read across

* prior to 2006, State Highways 2 and 38 were not specifically excluded

[†] does not add to 100% due to rounding

The main reasons residents are not very satisfied with roads in the District are ...

- poor condition/need maintenance/upgrading,
- potholes/rough/uneven/bumpy/corrugations,
- roads not graded enough,
- unsealed roads/need tarsealing,
- No road markings.

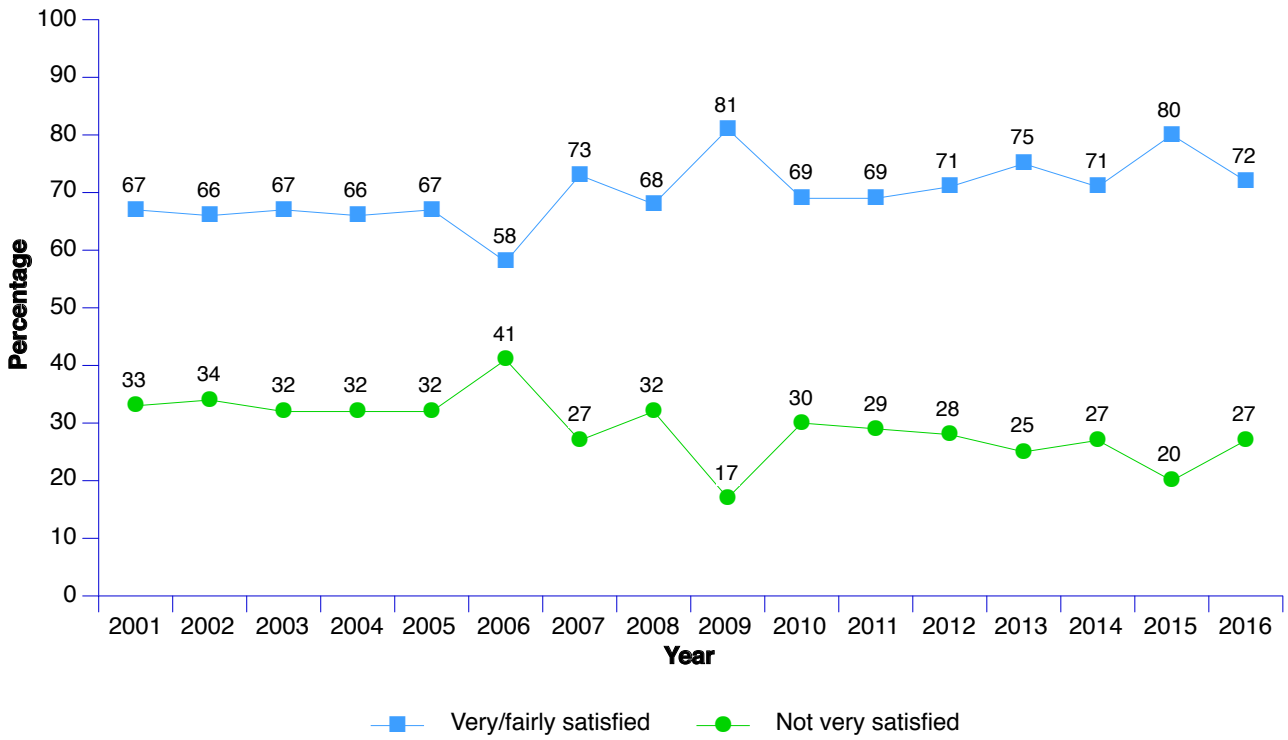
Summary Table:

Main Reasons* For Being Not Very Satisfied With Roads In The District

	Total District 2016 %	Area	
		Urban %	Rural %
Percent Who Mention ...			
Poor condition/need maintenance/upgrading	15	4	25
Potholes/rough/uneven/bumpy/corrugations	8	1	15
Roads not graded enough	6	1	10
Unsealed roads/need tarsealing	4	-	8
No road markings	3	-	5

* multiple responses allowed

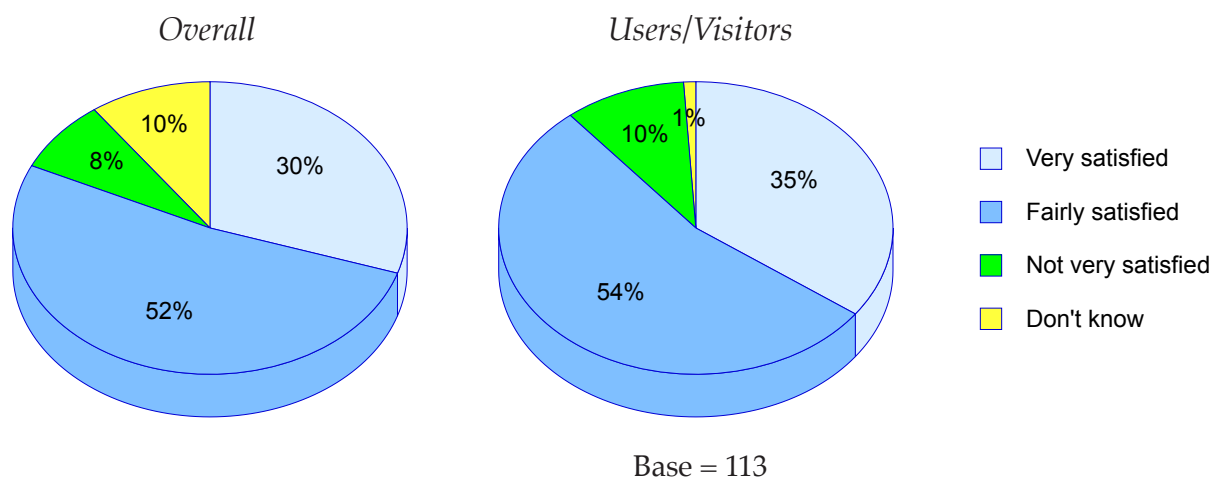
Roads In The District



* prior to 2006, State Highways 2 and 38 were not specifically excluded

Recommended Satisfaction Measures For Reporting Purposes:
 Total District = 72%

ii. Reserves And Sportsgrounds



82% of Wairoa District residents are satisfied with their reserves and sportsgrounds (87% in 2015), while 8% are not very satisfied and 10% are unable to comment.

The percent not very satisfied is on par with the **averaged** Peer Group and National figures for **sportsgrounds and playgrounds and parks and reserves**, and similar to the 2015 reading.

61% of households have used or visited a reserve and/or sportsground in the last 12 months (69% in 2015). Of these "users/visitors", 89% are satisfied and 10% are not very satisfied.

There are no notable differences between Urban and Rural residents and between socio-economic groups, in terms of those residents not very satisfied with the District's reserves and sportsgrounds.

Satisfaction With Reserves And Sportsgrounds

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall					
Total District 2016	30	52	82	8	10
2015	34	53	87	6	7
2014 [†]	23	48	71	20	10
2013	29	57	86	9	5
2012	23	61	84	7	9
2011	28	54	82	8	10
2010	28	51	79	12	9
2009	22	61	83	12	5
2008	20	54	74	14	12
2007	26	51	77	13	10
2006	22	60	82	10	8
2005	31	45	76	15	9
2004	24	48	72	18	10
2003	32	37	69	15	16
2002	29	41	70	20	10
2001	19	49	68	19	13
2000	32	37	69	22	9
Users/Visitors	35	54	89	10	1
Comparison*					
Peer Group Average (Rural)	54	36	90	4	6
National Average	58	33	91	4	5
Area[†]					
Urban	34	56	90	5	6
Rural	26	49	75	11	13

% read across

* Peer Group and National Average readings are based on the **averaged** ratings for sportsgrounds and playgrounds **and** parks and reserves

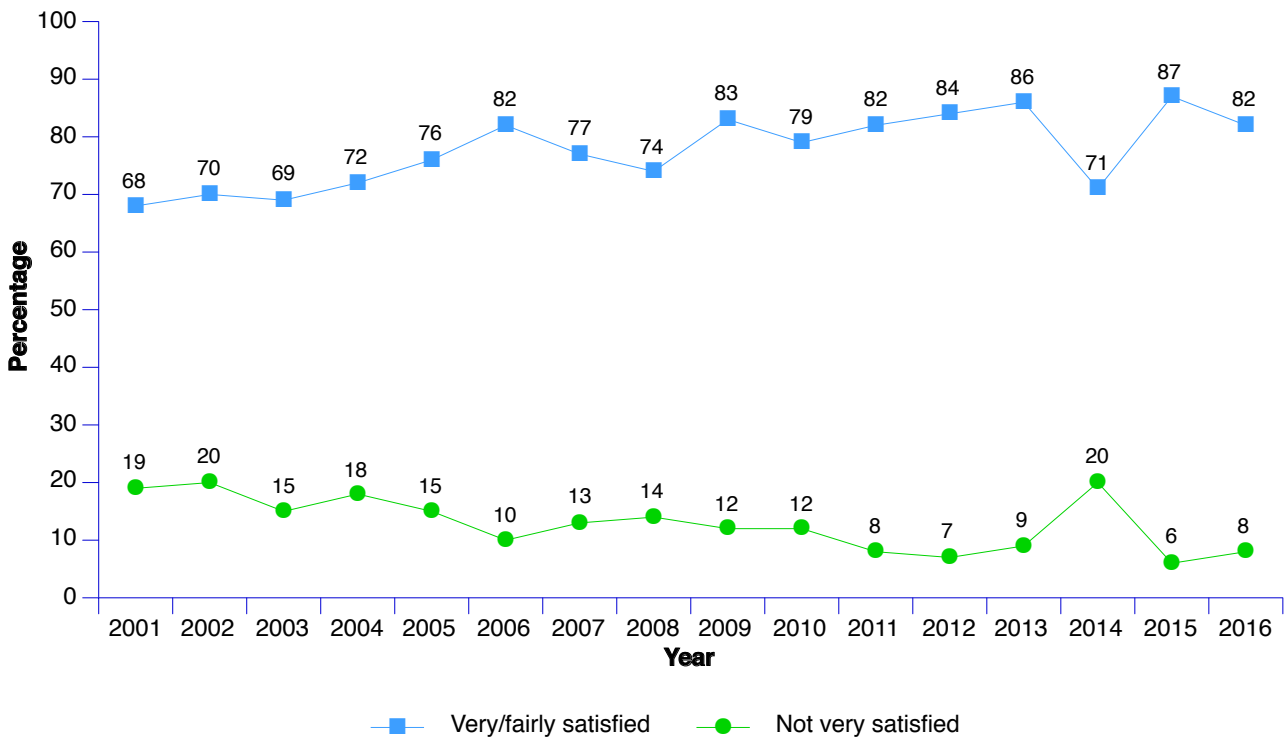
[†] does not add to 100% due to rounding

The main reasons* residents are not very satisfied with District reserves and sportsgrounds are ...

- need better upkeep/more maintenance, mentioned by 5% of all residents,
- not enough reserves/sportsgrounds/none in area, 1%.

* multiple responses allowed

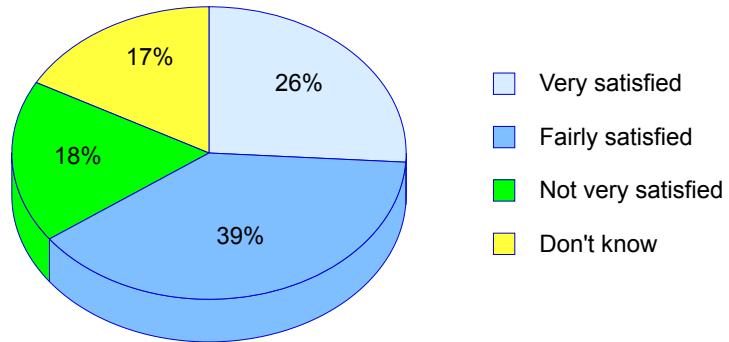
Reserves And Sportsgrounds



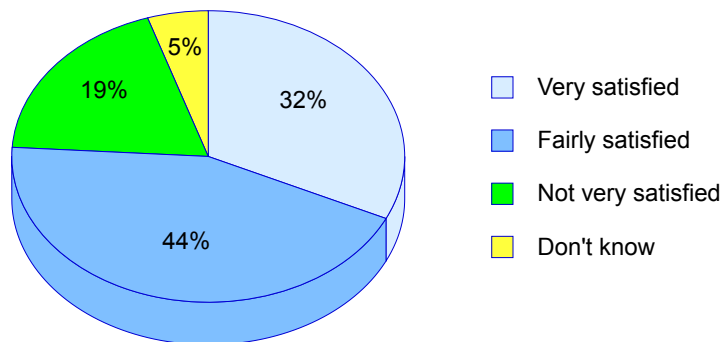
Recommended Satisfaction Measures For Reporting Purposes:
 Total District = 82%
 Users/Visitors = 89%

iii. Refuse Disposal/Landfill Management

Overall

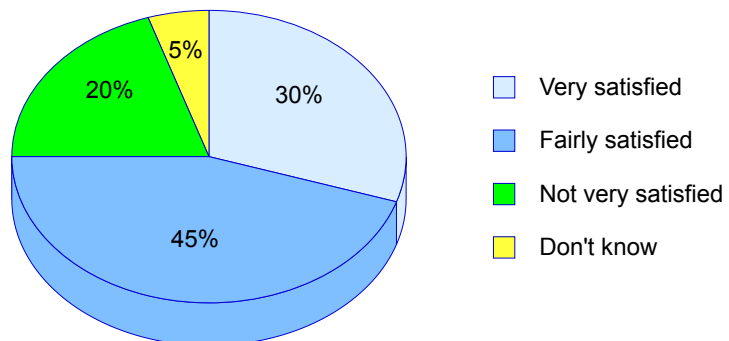


Used A Landfill In The District



Base = 151

Receive A Regular Rubbish Collection



Base = 162

65% of Wairoa District residents are satisfied with refuse disposal/landfill management (75% in 2015), including 26% who are very satisfied (32% in 2015). 18% are not very satisfied and 17% are unable to comment (10% in 2015).

The percent not very satisfied is slightly above the Peer Group Average and on par with the National Average for **refuse disposal**.

73% of households say they have used a landfill in the District in the last 12 months (81% in 2015). These "users" are slightly more likely to be satisfied (76%) and similarly not very satisfied (19%), as residents overall.

75% of residents receive a regular rubbish collection (64% in 2015). Compared to residents overall, these "receivers" are slightly more likely to be satisfied (75%) and similarly not very satisfied (20%).

There are no notable differences between Urban and Rural residents and between socio-economic groups, in terms of those residents not very satisfied with the District's refuse disposal/landfill management. However, the following residents are slightly more likely to feel this way ...

- women,
- NZ Māori residents.

Satisfaction With Refuse Disposal/Landfill Management

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall					
Total District					
2016	26	39	65	18	17
2015	32	43	75	15	10
2014	30	37	67	28	5
2013	32	42	74	22	4
2012	22	52	74	18	8
2011	27	42	69	24	7
2010 [†]	21	43	64	30	7
2009	18	48	66	31	3
2008	18	31	49	48	3
2007	14	33	47	49	4
2006	13	34	47	43	10
2005	25	31	56	36	8
2004	25	33	58	34	8
2003	20	29	49	42	9
2002	21	24	45	46	9
2001	12	37	49	37	14
2000	42	31	73	17	10
Used a Landfill in District	32	44	76	19	5
Receive a Regular Rubbish Collection	30	45	75	20	5
Comparison*					
Peer Group Average (Rural) [†]	31	34	65	9	25
National Average	29	37	66	11	23
Area					
Urban [†]	35	45	80	17	4
Rural	18	34	52	20	28
Gender					
Male	25	42	67	13	20
Female [†]	27	37	64	22	13
Ethnicity					
NZ European	25	36	61	13	26
NZ Māori	28	42	70	23	7

% read across

* Peer Group and National Average readings are based on the ratings for refuse disposal **only**

[†] does not add to 100% due to rounding

The main reasons residents are not very satisfied with refuse disposal/landfill management are ...

- cost/too expensive/rates should cover/encourages fly-tipping,
- have to pay for bags/bags too expensive.

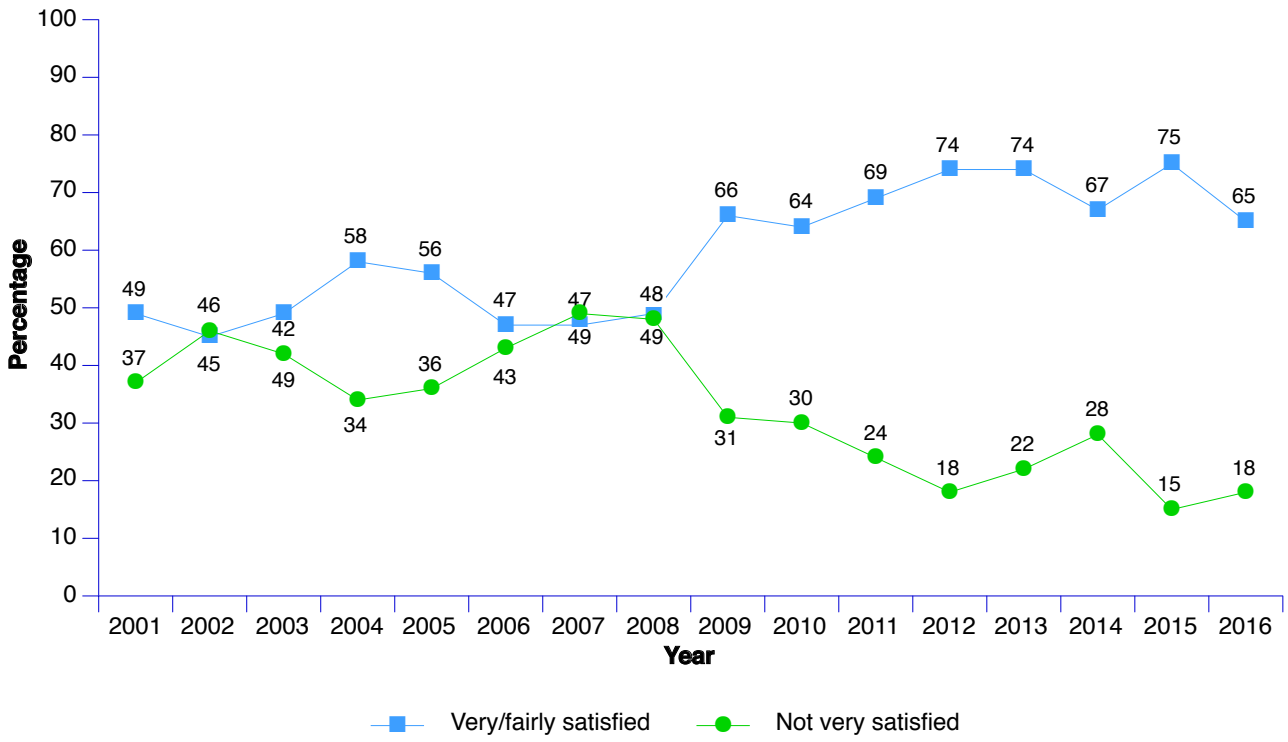
Summary Table: Main Reasons* For Being Not Very Satisfied With Refuse Disposal/Landfill Management

	Total District 2016 %	Area	
		Urban %	Rural %
Percent Who Mention ...			
Cost/too expensive/rates should cover/encourages fly-tipping	9	9	9
Have to pay for bags/bags too expensive	4	1	8

* multiple responses allowed

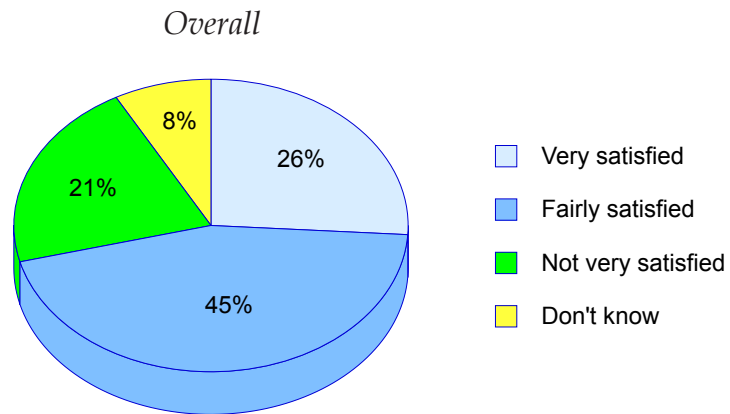
NB: no other reason is mentioned by 2% of all residents

Refuse Disposal/Landfill Management

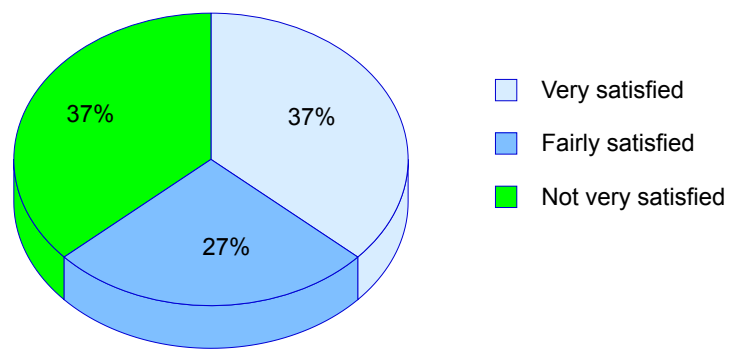


Recommended Satisfaction Measures For Reporting Purposes:
 Total District = 65%
 Users of Landfill = 76%
 Receivers of Rubbish Collection = 75%

iv. Control Of Dogs



Contacted Council In Last 12 Months



Base = 54

71% of residents are satisfied with the control of dogs (63% in 2015), while 21% are not very satisfied and 8% are unable to comment.

The percent not very satisfied is similar to the Peer Group and National Averages and 8% below the 2015 reading.

24% of residents have contacted Council about the control of dogs in the last 12 months. Of these, 64% are satisfied (49% in 2015) and 37% are not very satisfied (51% in 2015).

There are no notable differences between Urban and Rural residents and between socio-economic groups, in terms of those residents not very satisfied with the control of dogs. However, it appears that Rural residents are slightly more likely, than Urban residents, to feel this way.

Satisfaction With Control Of Dogs

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall					
Total District 2016	26	45	71	21	8
2015	16	47	63	29	8
2014	24	47	71	24	5
2013	24	41	65	31	4
2012	15	41	56	36	8
2011 [†]	25	41	66	30	3
2010 [†]	20	36	56	42	3
2009	16	46	62	33	5
2008	16	40	56	36	8
2007*	9	42	51	44	5
2006	13	45	58	38	4
2005	22	38	60	34	6
2004	19	43	62	30	8
2003	13	48	61	35	4
2002	16	43	59	38	3
2001	13	41	54	36	10
2000	22	39	61	37	2
Contacted Council [†]	37	27	64	37	-
Comparison					
Peer Group Average (Rural)	30	41	71	22	7
National Average	32	41	73	20	7
Area					
Urban	28	53	81	16	3
Rural	25	38	63	25	12

% read across

* readings prior to 2007 are based on satisfaction with dog **and** livestock control

[†] does not add to 100% due to rounding

The main reasons residents are not very satisfied with the District's control of dogs are ...

- too many roaming dogs,
- poor ranger service/better service from Council,
- need more control/enforcement/policing/need to be stricter,
- unregistered dogs/dogs with no collars.

Summary Table:

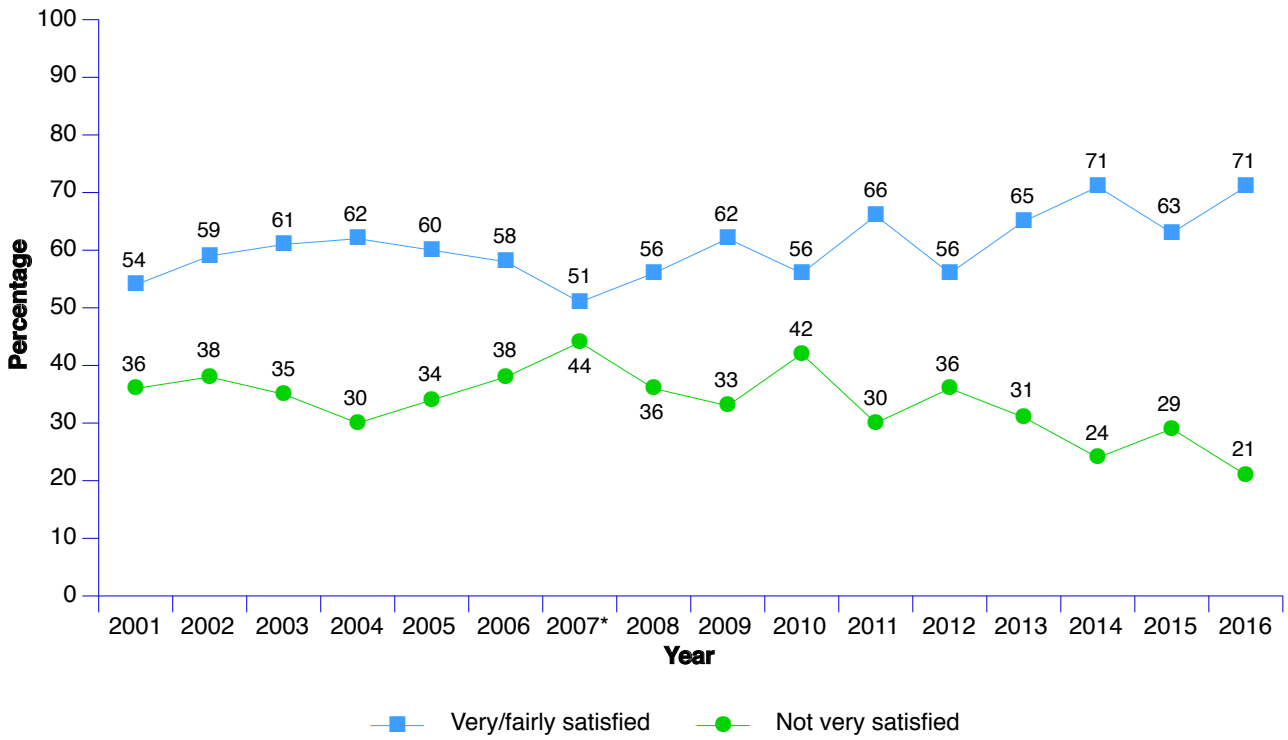
Main Reasons* For Being Not Very Satisfied With The Control Of Dogs

	Total District 2016 %	Area	
		Urban %	Rural %
Percent Who Mention ...			
Too many roaming dogs	13	9	16
Poor ranger service/better service from Council	5	6	3
Need more control/enforcement/policing/need to be stricter	4	1	6
Unregistered dogs/dogs with no collars	3	1	5

* multiple responses allowed

NB: no other reason is mentioned by more than 3% of all residents

Control Of Dogs

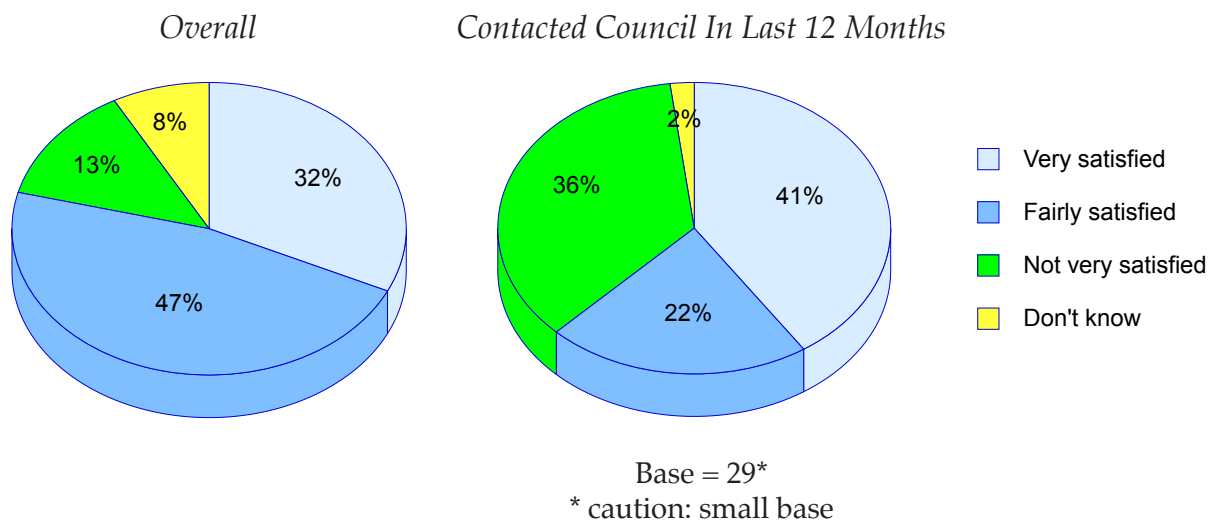


* readings prior to 2007 are based on satisfaction with dog **and** livestock control

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 71%
 Contacted Council = 64%

v. *Control Of Livestock*



79% of residents are satisfied with the control of livestock, including 32% who are very satisfied, while 13% are not very satisfied (8% in 2015). 8% are unable to comment.

14% of households have contacted Council about control of livestock in the last 12 months (9% in 2015). Of these, 63% are satisfied and 36% are not very satisfied (caution is required as the base is small, N=29).

Rural residents are more likely to be not very satisfied with the control of livestock, than Urban residents.

Satisfaction With Control Of Livestock

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall*					
Total District 2016	32	47	79	13	8
2015	35	48	83	8	9
2014	34	45	79	10	11
2013 [†]	26	57	83	7	9
2012 [†]	20	64	84	10	7
2011 [†]	32	51	83	11	7
2010	29	49	78	12	10
2009	24	55	79	13	8
2008	18	51	69	20	11
2007	16	59	75	15	10
Contacted Council ^{**†}	41	22	63	36	2
Area					
Urban [†]	37	45	82	5	12
Rural	26	49	75	(21)	4

% read across

* not asked separately prior to 2007

** caution: small base

[†] does not add to 100% due to rounding

The main reasons residents are not very satisfied with the control of livestock are ...

- goats on the road/roaming,
- stock on the roads/roaming,
- should be owners responsibility.

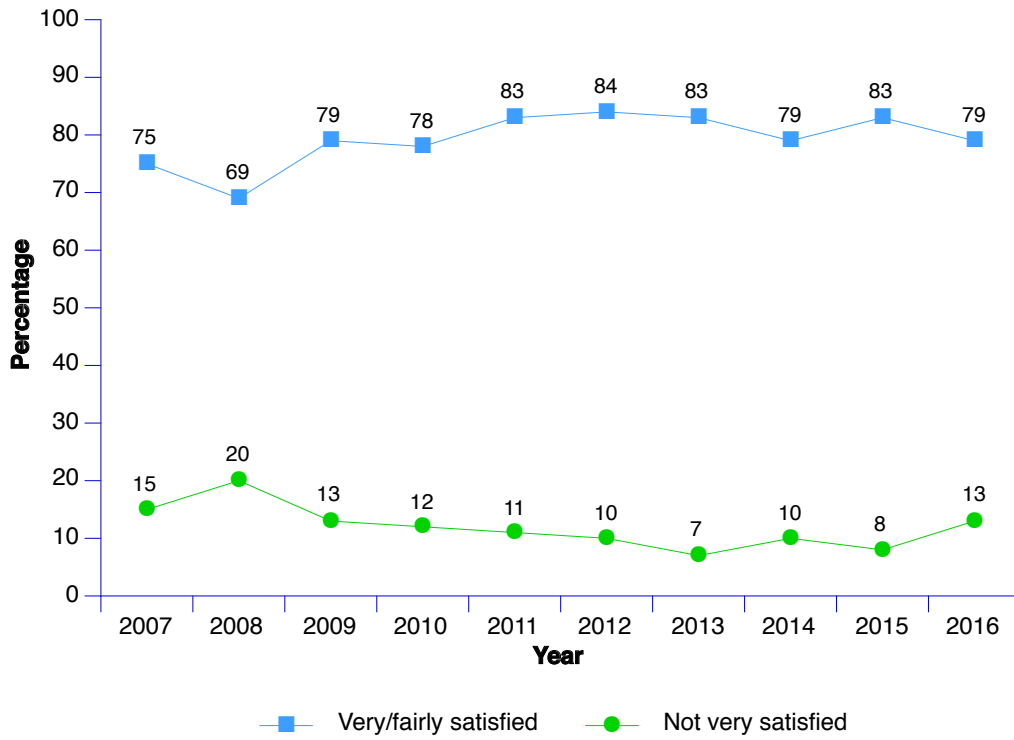
Summary Table:

Main Reasons* For Being Not Very Satisfied With The Control Of Livestock

	Total District 2016 %	Area	
		Urban %	Rural %
Percent Who Mention ...			
Goats on the roads/roaming	4	1	6
Stock on the roads/roaming	4	1	7
Should be owners responsibility	3	-	6

* multiple responses allowed

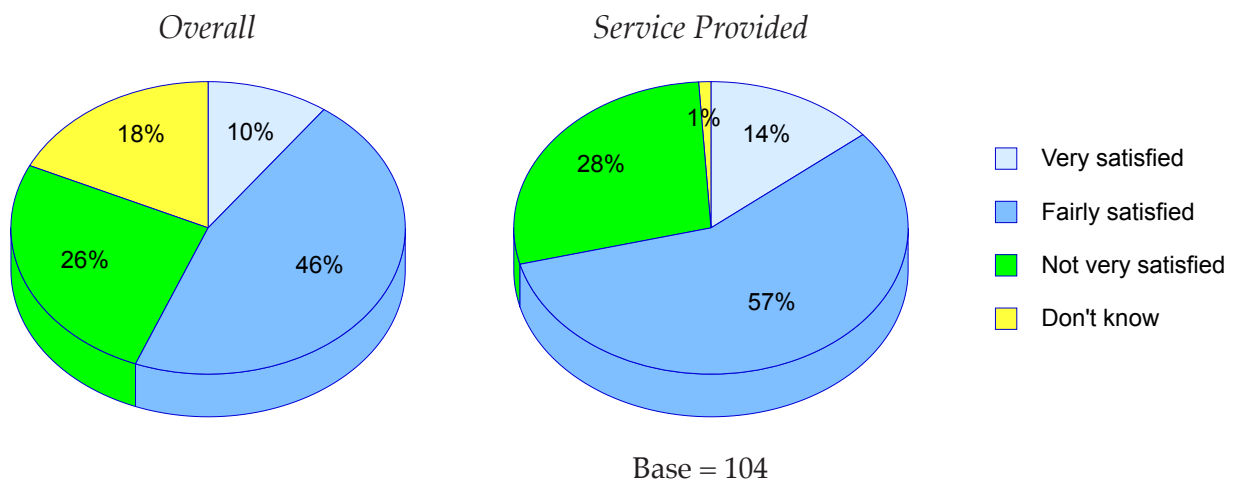
Control Of Livestock



Recommended Satisfaction Measures For Reporting Purposes:
 Total District = 79%
 Contacted Council* = 63%

* caution: small base

vi. Stormwater Drainage



56% of residents are satisfied with stormwater drainage (61% in 2015), while 26% are not very satisfied and 18% are unable to comment.

The percent not very satisfied is above the Peer Group and National Averages, and similar to the 2015 reading.

50% of residents are provided with stormwater drainage and, of these, 71% are satisfied and 28% are not very satisfied.

Residents with an annual household income of less than \$30,000 are more likely to be not very satisfied with the stormwater drainage, than other income groups.

Satisfaction With Stormwater Drainage

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall*					
Total District 2016	10	46	56	26	18
2015	21	40	61	24	15
2014	14	39	53	31	16
2013	17	46	63	22	15
2012	11	47	58	25	17
2011	13	41	54	28	18
2010 [†]	16	39	55	38	8
2009	8	49	57	35	8
2008	9	33	42	42	16
2007	12	44	56	29	15
2006	13	33	46	33	21
Service Provided	14	57	71	28	1
Comparison[†]					
Peer Group Average (Rural)	28	35	63	13	23
National Average	35	40	75	13	11
Area					
Urban	13	57	70	29	1
Rural	6	37	43	24	33
Household Income					
Less than \$30,000 pa	9	44	53	42	5
\$30,000-\$50,000 pa [†]	9	54	63	19	19
More than \$50,000 pa [†]	10	40	50	26	25

% read across

* not asked prior to 2006

[†] does not add to 100% due to rounding

The main reasons residents who are not very satisfied with stormwater drainage in the District are ...

- flooding/surface flooding,
- poor drainage/inadequate system/needs attention,
- drains get blocked/need clearing/cleaning out/maintenance.

Summary Table:

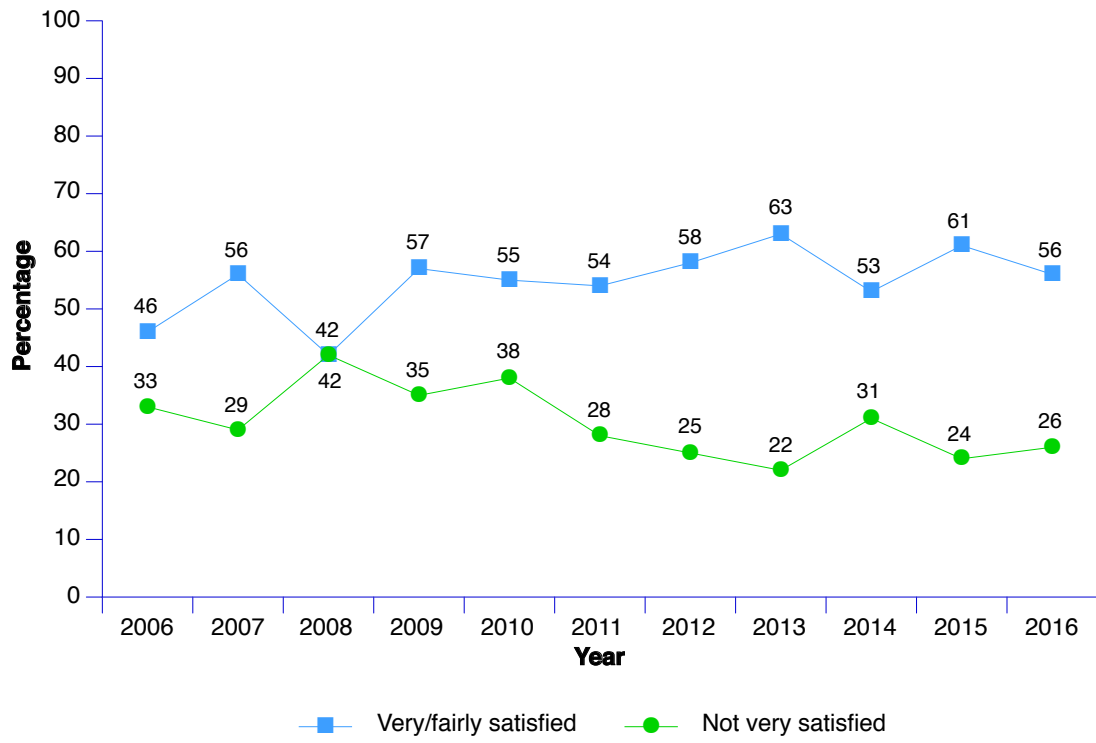
Main Reasons* For Being Not Very Satisfied With Stormwater Drainage

	Total District 2016 %	Area	
		Urban %	Rural %
Percent Who Mention ...			
Flooding/surface flooding	14	14	13
Poor drainage/inadequate system/needs attention	11	14	9
Drains get blocked/need clearing/cleaning out/maintenance	5	5	4

* multiple responses allowed

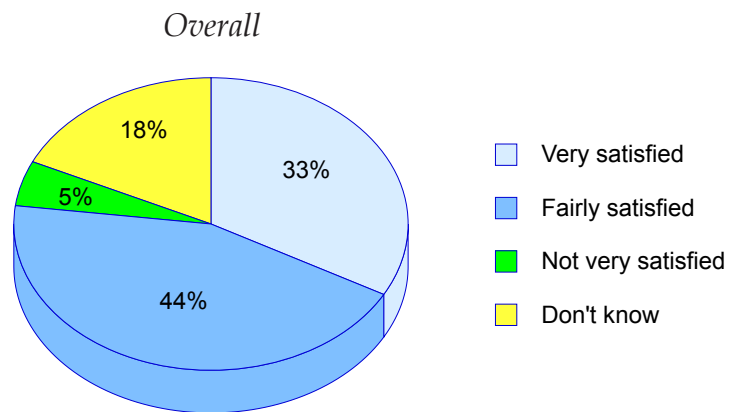
NB: no other reason is mentioned by more than 3% of all residents

Stormwater Drainage



Recommended Satisfaction Measures For Reporting Purposes:
 Total District = 56%
 Receivers of Stormwater Drainage = 71%

vii. Civil Defence, ie, emergency management



77% of residents are satisfied with Civil Defence (70% in 2015), including 33% who are very satisfied (38% in 2015). 5% are not very satisfied and 18% are unable to comment (22% in 2015).

The percent not very satisfied is similar to the Peer Group and National Averages and the 2015 reading.

There are no notable differences between Urban and Rural residents and between socio-economic groups, in terms of those residents not very satisfied with Civil Defence.

Satisfaction With Civil Defence

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall*					
Total District 2016	33	44	77	5	18
2015	38	32	70	8	22
2014	29	38	67	5	28
2013	40	35	75	4	21
2012 [†]	27	45	72	7	22
Comparison					
Peer Group Average (Rural)	29	34	63	5	32
National Average	27	36	63	8	29
Area					
Urban [†]	26	51	77	4	18
Rural	39	38	77	5	18

% read across

* not asked prior to 2012

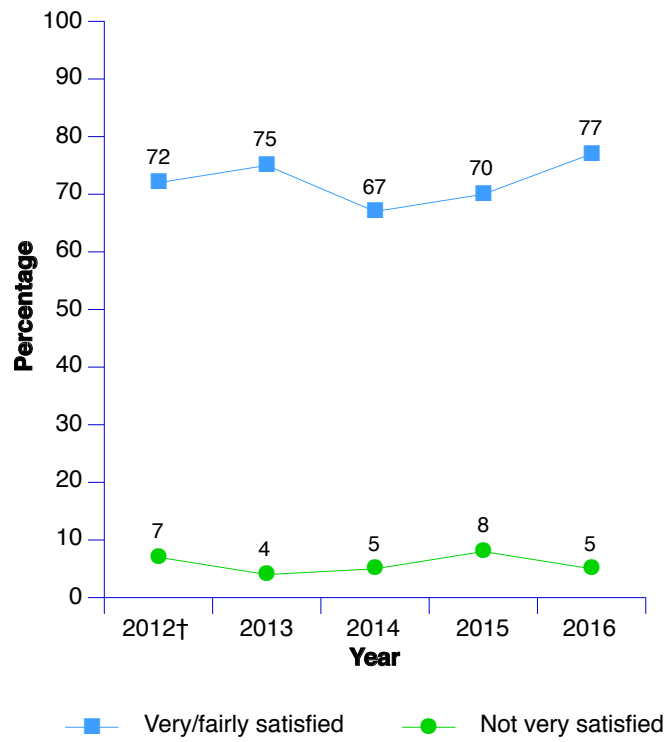
[†] does not add to 100% due to rounding

The main reasons* residents who are not very satisfied with Civil Defence are ...

- lack of information/ don't hear anything, mentioned by 2% of all residents,
- nothing in place/ not prepared, 2%,
- concerns about sirens/ alarm systems, 2%.

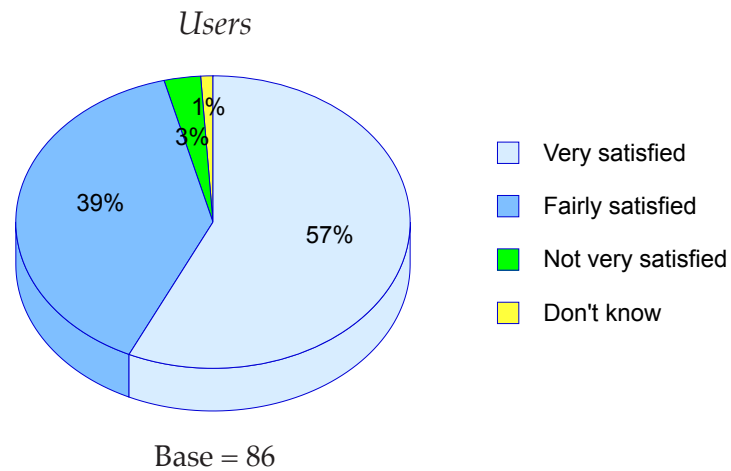
* multiple responses allowed

Civil Defence



Recommended Satisfaction Measures For Reporting Purposes:
Total District = 77%

c. USER SATISFACTION: COMMUNITY HALLS



46% of residents say they, or a member of their household, have used a community hall in the District, in the last year.

Of these, 96% are satisfied with the community halls, including 57% who are very satisfied (66% in 2015). 3% are not very satisfied.

The percent not very satisfied is similar to the Peer Group and National Averages and the 2015 reading.

There are no notable differences between Urban and Rural residents and between socio-economic groups, in terms of those residents[†] who are not very satisfied with the community halls.

[†] residents whose households have used a community hall in the District, in the last year, N=86

Satisfaction With Community Halls

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Users*					
Total District 2016	57	39	96	3	1
2015	66	27	93	7	-
2014	49	43	92	8	-
2013	67	27	94	6	-
2012	46	49	95	5	-
2011	57	38	95	5	-
2010	61	36	97	2	1
2009	57	36	93	2	5
2005	44	47	91	3	6
2004	52	30	82	7	11
2003	49	36	85	9	6
2002	47	30	77	10	13
2001	39	40	79	15	6
2000	55	31	86	6	8
Comparison^{o†}					
Peer Group Average (Rural)	38	48	86	6	9
National Average	35	49	83	4	13
Area					
Urban	55	38	93	4	3
Rural	58	40	98	2	-

Base = 89

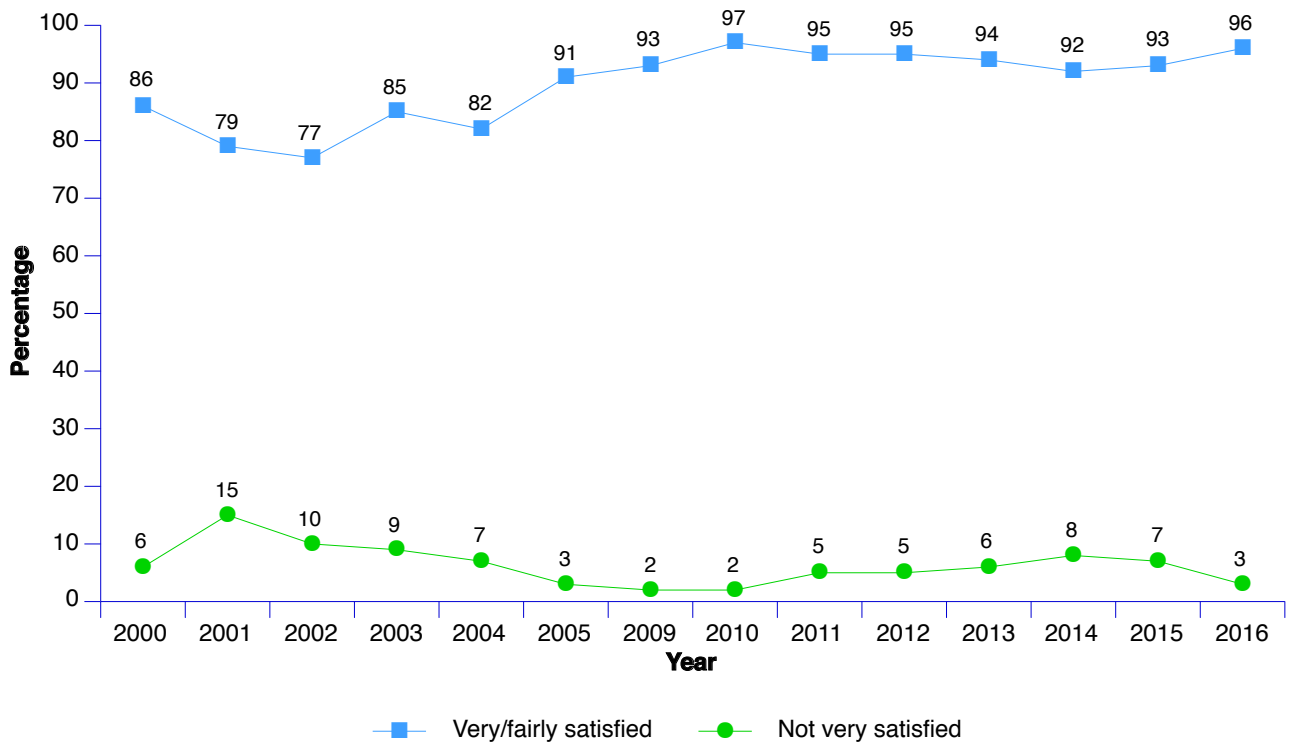
% read across

* not asked in 2006-2008. 2000-2005 readings refer to satisfaction with community halls in Wairoa/Tuaiti

^o Peer Group and National Average relate to **user/visitor** satisfied with public halls

[†] does not add to 100% due to rounding

Community Halls (Users)



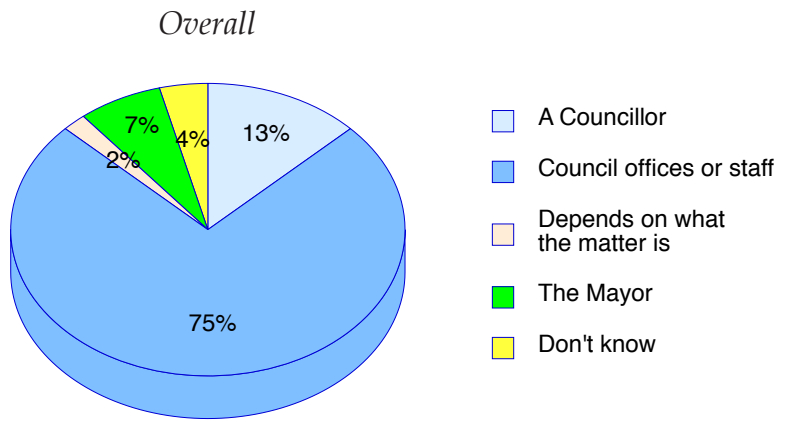
* readings from 2000-2005 refer to satisfaction with community halls in Wairoa / Tuai

Recommended Satisfaction Measures For Reporting Purposes:
Users = 96%



2. CONTACT WITH COUNCIL

A. WHO THEY APPROACH FIRST IF THEY HAVE A MATTER TO RAISE WITH COUNCIL



**Summary Table:
Who They Approach First If They Have A Matter To Raise With Council**

	Total District 2016 %	Total District 2015 %	Total District 2014 %	Total District 2013 %	Area	
					Urban %	Rural %
Percent Who Mention ...						
The Council offices or staff	75	72	60	73	75	74
A Councillor	13	18	36	22	16	9
Depends on what the matter is	2	2	2	5	3	1
The Mayor	7	5	1	-	2	12
Don't know	4	3	1	-	4	4
Total	†101	100	100	100	100	100

† does not add to 100% due to rounding

75% of residents would contact Council offices or staff first if they have a matter to raise with Council (72% in 2015), followed by a Councillor, 13% (18% in 2015).

Shorter term residents, those residing in the District 10 years or less, are more likely to have contacted Council staff or offices, than longer term residents.

Residents who say 'it depends on what the matter is', were asked to give examples of what they would contact a Councillor, the offices, or a Community Board member for ...

Contact A Councillor

"Health and safety issues."

"In a social situation, discussion in general."

"If weekend."

Contact The Offices

"Trees dropping leaves from other properties."

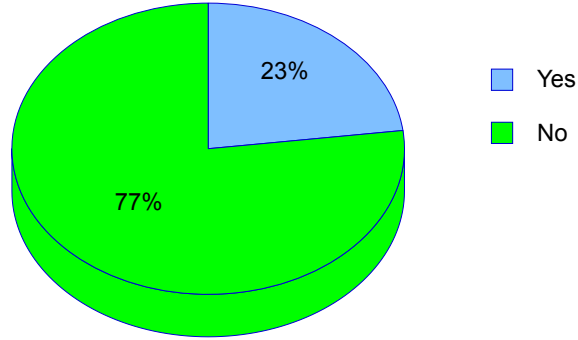
"For advice in a particular situation such as liquor licencing laws."

"Footpath problem."

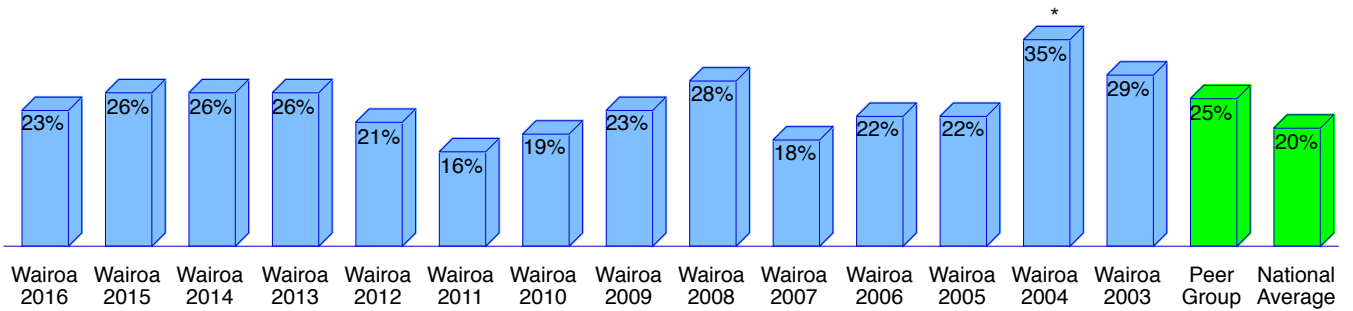
"During the week."

B. HAVE RESIDENTS CONTACTED A COUNCILLOR OR THE MAYOR IN THE LAST 12 MONTHS?

Overall

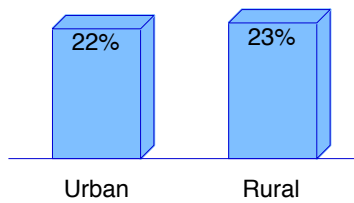


Percent Saying 'Yes' - Comparison

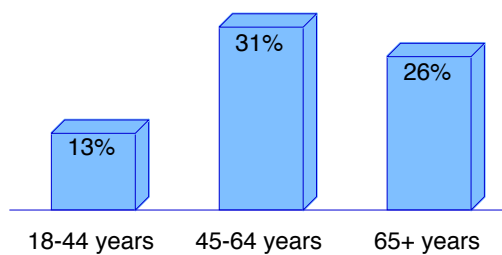


* prior to 2003, percentages relate to those who have **spoken** to a Councillor or the Mayor

Percent Saying 'Yes' - By Area



Percent Saying 'Yes' - Comparing Different Types Of Residents



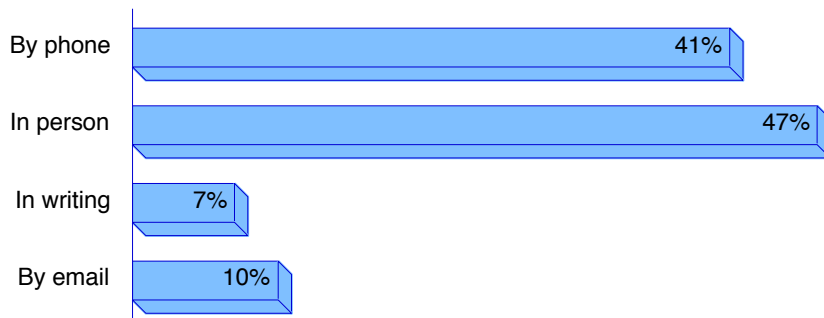
23% of Wairoa District residents have contacted a Councillor or the Mayor in the last 12 months.

This is similar to the Peer Group and National Averages and the 2015 reading.

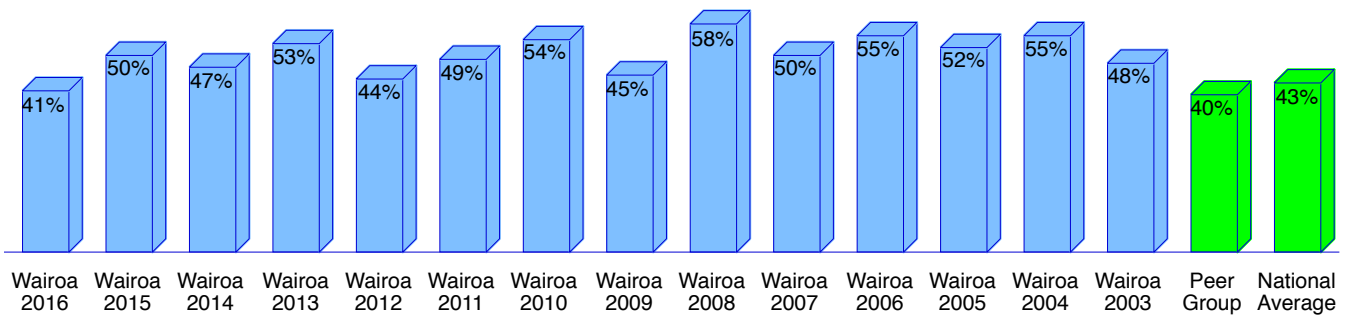
There are no notable differences between Urban and Rural residents and between socio-economic groups, in terms of those residents who have contacted a Councillor or the Mayor, in the last 12 months. However, it appears that residents aged 18 to 44 years are **slightly less** likely to do so, than other age groups.

C. LEVELS OF CONTACT

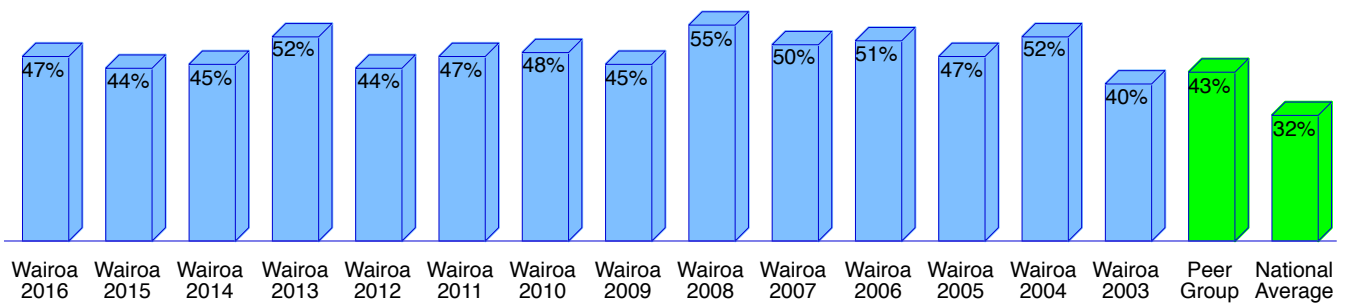
2016 - Yes, Have Contacted ...



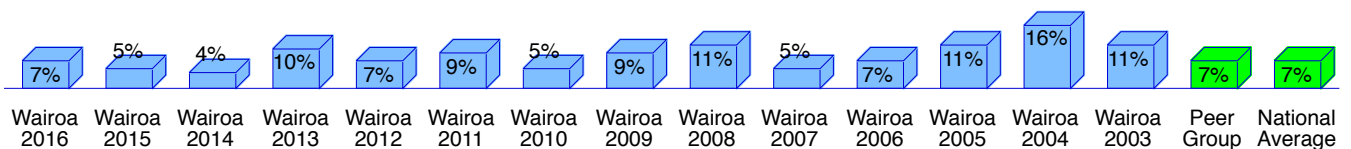
Percent Saying 'Yes - By Phone' - Comparison



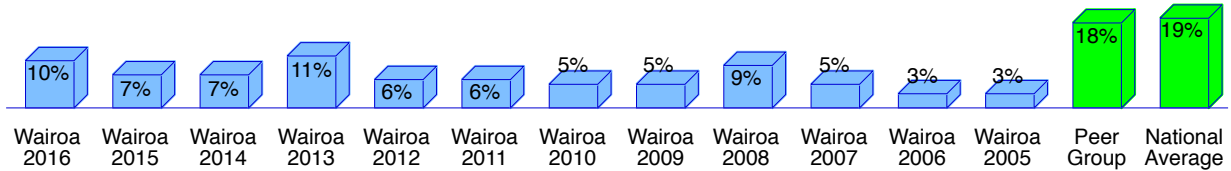
Percent Saying 'Yes - In Person' - Comparison



Percent Saying 'Yes - In Writing' - Comparison



Percent Saying 'Yes - By Email' - Comparison



41% of residents have contacted Council offices by phone in the last year (50% in 2015), while 47% visited a Council office in person, 7% contacted Council in writing and 10% by email.

Residents are similar to Peer Group residents and residents nationwide in saying they contacted Council by phone.

Residents are more likely than residents nationwide, and on par with Peer Group residents, to say they contacted Council in person.

Residents are similar to Peer Group residents and residents nationwide in terms of contacting Council in writing.

And residents are slightly below Peer Group residents and residents nationwide in terms of contacting Council by email.

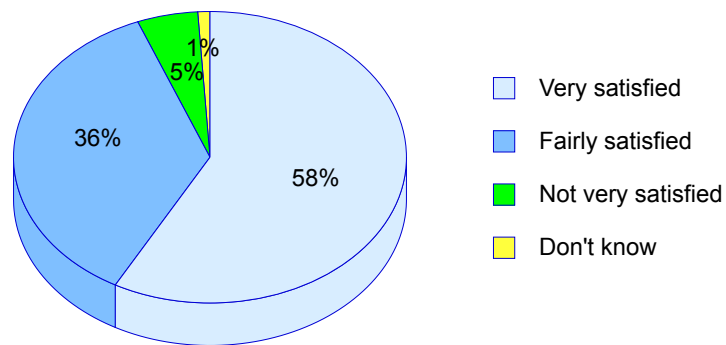
There are no notable differences between Urban and Rural residents and between socio-economic groups, in terms of those residents who have contacted Council by **phone**.

NZ Māori residents are more likely to contact Council in **person**, than NZ European residents.

There are no notable differences between Urban and Rural residents and between socio-economic groups, in terms of those residents who have contact Council in **writing**.

Residents with an annual household income of more than \$50,000 are more likely to contact Council by **email**, than other income groups.

D. SATISFACTION WHEN CONTACTING THE COUNCIL OFFICES BY PHONE



Base = 89
Margin of error $\pm 10.4\%$

94% of residents contacting the Council Offices by phone in the last 12 months are satisfied, including 58% who are very satisfied (45% in 2015), while 5% are not very satisfied (16% in 2015).

The percent not very satisfied is slightly below the Peer Group and National Averages.

There are no notable differences between Urban and Rural residents[†] and between socio-economic groups, in terms of those residents[†] who are not very satisfied.

[†] those contacting Council by phone (N=89)

Satisfaction With Contacting Council Office By Phone

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Contacted Council By Phone					
2016	58	36	94	5	1
2015	45	39	84	16	-
2014	32	58	90	10	-
2013	48	42	90	10	-
2012 [†]	47	45	92	8	1
2011	44	39	83	17	-
2010	54	32	86	13	1
2009	53	38	91	9	-
2008	39	45	84	16	-
2007	39	49	88	12	-
2006	25	49	74	25	1
2005	43	43	86	14	-
2004	41	44	85	15	-
2003	40	33	73	26	1
2002	47	36	83	14	3
2001	41	34	75	25	-
2000	57	33	90	10	-
Comparison					
Peer Group Average (Rural)	49	34	83	17	-
National Average [†]	40	41	81	18	-
Area					
Urban	63	33	96	3	1
Rural [†]	53	40	93	7	-

Base = 89

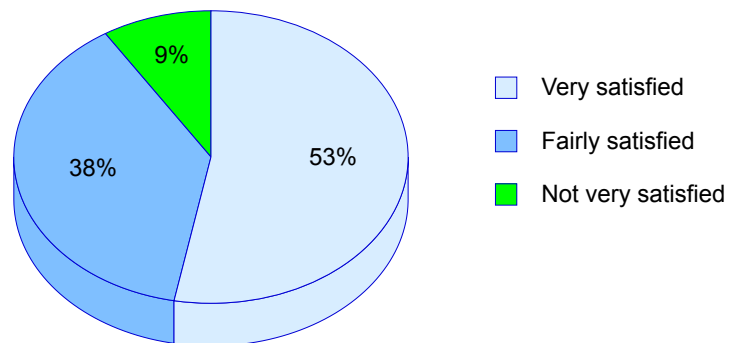
% read across

[†] does not add to 100% due to rounding

The main reasons* residents contacting Council Offices by phone are not very satisfied are ...

- lack of action, mentioned by 2% of residents contacting Council by phone (4 respondents),
- don't return calls/slow to get back, 2% (2 respondents).

* multiple responses allowed

E. SATISFACTION WHEN VISITING THE COUNCIL OFFICES IN PERSON

Base = 99
Margin of error $\pm 9.8\%$

91% of residents visiting a Council office in person in the last 12 months are satisfied (79% in 2015), including 53% who are very satisfied. 9% are not very satisfied (21% in 2015).

The percent not very satisfied is similar to the Peer Group and National Averages.

There are no notable differences between Urban and Rural residents[†] and between socio-economic groups, in terms of those residents[†] who are not very satisfied.

[†] those contacting Council in person (N=99)

Satisfaction When Visiting The Council Office In Person

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Contacted Council In Person					
2016	53	38	91	9	-
2015	50	29	79	21	-
2014	49	39	88	12	-
2013	63	29	92	8	-
2012	51	40	91	8	1
2011	60	32	92	8	-
2010	72	25	97	3	-
2009	56	36	92	8	-
2008	54	34	88	12	-
2007	50	43	93	7	-
2006	43	50	93	7	-
2005	59	32	91	9	-
2004	63	24	87	13	-
2003	53	38	91	9	-
2002	53	35	88	12	-
2001	48	39	87	13	-
2000	69	25	94	6	-
Comparison					
Peer Group Average (Rural) [†]	55	40	95	6	-
National Average	52	37	89	11	-
Area					
Urban	64	24	88	12	-
Rural	44	49	93	7	-

Base = 99

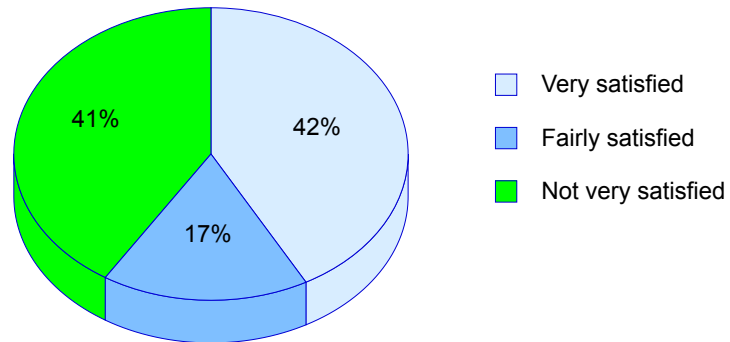
% read across

[†] does not add to 100% due to rounding

The main reasons* residents visiting the Council offices in person are not very satisfied are ...

- unsatisfactory outcome, mentioned by 4% of residents visiting the Council in person (4 respondents),
- lack of action/slow, 2% (4 respondents),
- staff hard to get hold of/unavailable, 1% (2 respondents).

* multiple responses allowed

F. SATISFACTION WHEN CONTACTING THE COUNCIL OFFICES IN WRITING

Base = 14*
* caution: small base
Margin of error $\pm 26.2\%$

59% of residents contacting the Council offices in writing in the last 12 months are satisfied, while 41% are not very satisfied. Caution is required as the base is small, N=14.

No comparisons have been made with the Peer Group and National Averages, as the base is small (N=14). Also, as the bases for Urban and Rural residents, and all socio-economic groups are small, no comparisons have been made.

Satisfaction When Contacting The Council Office In Writing

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Contacted Council In Writing					
2016	42	17	59	41	-
2015	37	17	54	46	-
2014	16	60	76	24	-
2013	32	36	68	32	-
2012 [†]	33	52	85	16	-
2011	53	18	71	29	-
2010 [†]	55	30	85	6	10
2009	30	21	51	9	40
2008	39	32	71	29	-
2007	30	36	66	34	-
2006	29	48	77	19	4
2005	31	33	64	33	3
2004	26	27	53	39	8
2003	22	46	68	32	-
2002	35	36	71	29	-
2001	18	37	55	40	5
2000	53	17	70	29	1
Comparison					
Peer Group Average (Rural)	35	53	88	12	-
National Average	29	35	64	36	-

Base = 14*

% read across

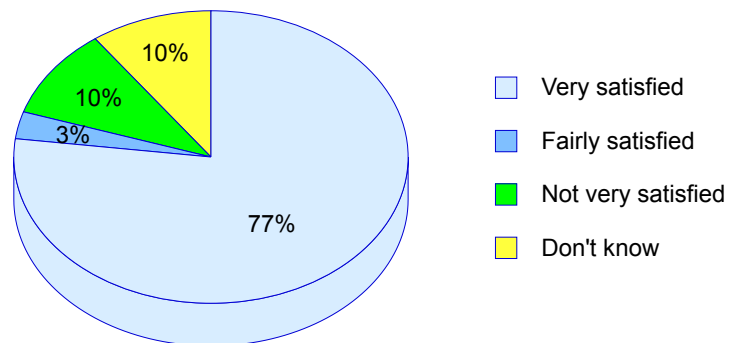
* caution: small base

[†] does not add to 100% due to rounding

The reasons* residents contacting Council Offices in writing are not very satisfied are ...

- no reply / response, mentioned by 31% of residents contacting Council in writing (4 respondents),
- unsatisfactory outcome, 11% (2 respondents).

* multiple responses allowed

G. SATISFACTION WHEN CONTACTING THE COUNCIL OFFICE BY EMAIL

Base = 15**

** caution: small base

Margin of error $\pm 25.3\%$

80% of residents contacting the Council offices by email in the last 12 months are satisfied, while 10% are not very satisfied. Caution recommended as the base is small (N=15).

As the overall base is small and the bases for Urban and Rural residents and all socio-economic groups are very small, no comparisons have been made.

Satisfaction When Contacting The Council Office By Email

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Contacted Council By Email					
2016	77	3	80	10	10
2015	41	46	87	13	-
2014	37	49	86	14	-
2013	57	43	100	-	-
2012	84	12	96	4	-
2011	45	50	95	5	-
Comparison					
Peer Group Average (Rural)	44	42	86	12	2
National Average	26	46	72	28	-

Base = 15*

% read across

* caution: small base

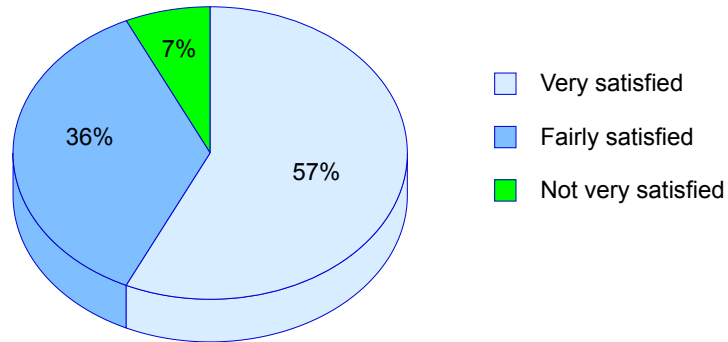
The reason[†] residents contacting Council Offices by email are not very satisfied is ...

- no reply / response, mentioned by 10% of residents contacting Council by email (3 respondents).

[†] multiple responses allowed

H. SATISFACTION WITH THE OVERALL SERVICE RECEIVED WHEN CONTACTED COUNCIL

Contacted A Council Office In The Last 12 Months



Base = 127

Of the 61% of residents who have contacted the Council offices by phone, in person, in writing and/or by email in the last 12 months, 93% are satisfied with the service they received (85% in 2015), including 57% who are very satisfied. 7% are not very satisfied (15% in 2015).

The percent not very satisfied is on par with the Peer Group and National Averages.

There are no notable differences between Urban and Rural residents[†] and between socio-economic groups in terms of those residents[†] not very satisfied with the overall service they received.

[†] those contacting the Council offices in the last 12 months, N=127

Satisfaction With Overall Service Received When Contacted Council

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Contacted Council					
2016	57	36	93	7	-
2015	53	32	85	15	-
2014	41	46	87	13	-
2013	50	45	95	5	-
2012 [†]	40	51	91	8	-
2011	45	40	85	14	1
2010	52	38	90	10	-
2009	47	47	94	6	-
2008	38	53	91	9	-
2007	34	55	89	11	-
2006	24	57	81	19	-
2005	44	43	87	13	-
2004	44	46	90	10	-
2003	39	49	88	12	-
2002	37	52	89	11	-
2001	42	47	89	10	1
2000	51	40	91	9	-
Comparison					
Peer Group Average (Rural)	45	42	87	13	-
National Average	40	45	85	15	-
Area					
Urban [†]	58	36	94	7	-
Rural	56	36	92	8	-

Base = 127

% read across

[†] does not add to 100% due to rounding

Recommended Satisfaction Measures For Reporting Purposes:

Contacted Council In Last 12 Months	=	93%
Contacted Council By Phone	=	94%
Contacted Council In Person	=	91%
Contacted Council In Writing**	=	59%
Contacted Council By Email**	=	80%

** caution: small bases



3. REPRESENTATION

The success of democracy of the Wairoa District depends on the Council both influencing and encouraging the opinions of its citizens and representing these views and opinions in its decision making. Council wishes to understand the perceptions that its residents have on how easy or how difficult it is to have their views heard. It is understood that people's perceptions can be based either on personal experience or on hearsay.

A. AWARENESS OF THEIR COUNCILLORS

To be able to put a viewpoint to a Councillor, a citizen must first know who their Councillors are.

Number Of Councillors Correctly Identified	2016 %	2015 %	2014 %	2013 %	2012 %	2011 %
Five or more	14	31	27	31	18	14
Four	12	9	18	9	11	10
Three	18	11	18	15	18	16
Two	17	16	12	18	21	23
One	23	19	9	16	10	19
No names correctly identified	16	14	16	11	22	18
Total %	100	100	100	100	100	100
Base	200	202	200	200	203	200

84% of residents can name at least one Councillor in 2016, with 14% able to name five or more Councillors (31% in 2015).

On average, Wairoa District residents who are able to name a Councillor, can name two Councillors.

B. ACCESSIBILITY OF COUNCILLORS

Summary Table: Accessibility Of Councillors

	Would know how to make contact and do so %	Wouldn't know how to - would let matter drop %	Don't know %
Overall			
Total District 2016	81	17	2
2015	81	17	2
2014	76	19	5
2013	87	13	-
2012	78	21	1
2011	80	19	1
2010	83	16	1
2009	84	15	1
2008	83	15	2
2007	75	24	1
2006	78	21	1
2005	78	22	-
2004	90	10	-
2003	84	16	-
2002	81	19	-
2001	77	22	1
2000	82	18	-
Area			
Urban	86	14	-
Rural	77	19	4
Household Income			
Less than \$30,000 pa	79	16	5
\$30,000-\$50,000 pa	94	6	-
More than \$50,000 pa [†]	78	20	3

% read across

[†] does not add to 100% due to rounding

Overall, 81% of residents feel they know how to contact a Councillor and would go ahead and do so if the situation arose where they wanted to put a viewpoint, problem, or issue to a Councillor. This is similar to the 2015 result.

Residents with an annual household income of \$30,000 to \$50,000, are more likely to feel their Councillors are accessible, than other income groups.

It also appears that Urban residents are slightly more likely, than Rural residents, to feel this way.

C. COUNCILLORS' APPROACHABILITY

Summary Table: Degree Of Approachability

		Welcome comments - be comfortable approaching %	Reluctant/ resistant - have to push hard %	Somewhere between the two %	Don't know %
Overall					
Total District	2016	58	7	23	12
	2015	56	10	25	9
	2014 [†]	68	9	16	6
	2013	56	11	30	3
	2012	53	11	28	8
	2011	53	16	24	7
	2010	55	10	27	8
	2009 [†]	47	13	33	6
	2008	49	13	29	9
	2007	41	16	37	6
	2006	41	20	33	6
	2005	46	8	39	7
	2004	58	12	27	3
	2003	43	8	41	8
	2002	50	11	29	10
	2001	32	20	42	6
	2000	38	20	34	8
Comparison					
	Peer Group Average (Rural)	48	7	30	15
	National Average	34	13	39	14
Area					
	Urban	65	4	22	9
	Rural	51	10	24	15

continued ...

Summary Table: Degree Of Approachability (continued)

	Welcome comments - be comfortable approaching %	Reluctant/ resistant - have to push hard %	Somewhere between the two %	Don't know %
Age				
18-44 years [†]	45	10	22	24
45-64 years	64	5	27	4
64+ years [†]	73	6	18	3
Household Income				
Less than \$30,000 pa [†]	53	7	26	13
\$30,000-\$50,000 pa	74	1	25	-
More than \$50,000 pa	54	11	19	16
Length of Residence				
Lived there 10 years or less [†]	49	9	21	22
Lived there more than 10 years	61	7	23	9

% read across

[†] does not add to 100% due to rounding

In terms of how approachable residents feel their Councillors to be, 58% believe their elected representatives welcome questions, comments and requests, so that they would feel comfortable approaching them.

7% believe their Councillors are reluctant and resistant to comments, while 23% feel the answer lies somewhere between the two.

The above readings are similar to the 2015 results.

Wairoa District residents are above the Peer Group residents and residents nationwide in feeling their Councillors are approachable.

Residents more likely to feel their Councillors are approachable are ...

- Urban residents,
- residents aged 45 years or over,
- residents with an annual household income of \$30,000 to \$50,000,
- longer term residents, those residing in the District more than 10 years.

D. PERCEIVED DEGREE OF OPEN-MINDEDNESS OF THE MAYOR AND COUNCILLORS

Summary Table: Degree Of Open-Mindedness

	Give fair and open- minded hearing %	Give defensive one-sided hearing %	Somewhere between the two %	Don't know %
Overall				
Total District 2016	44	12	36	8
2015 [†]	49	11	34	7
2014 [†]	57	8	30	6
2013	37	12	45	6
2012	37	14	42	7
2011	44	12	37	7
2010	44	15	39	2
2009	35	17	42	6
2008	39	15	40	6
2007	30	27	39	4
2006	32	23	39	6
2005	32	14	49	5
2004	47	10	36	7
2003	31	14	47	8
2002	32	11	51	6
2001	27	28	37	8
2000	28	19	48	5
Comparison				
Peer Group Average (Rural)	37	12	40	11
National Average	27	20	44	9
Area				
Urban	44	10	38	8
Rural	44	14	34	8
Household Income				
Less than \$30,000 pa [†]	43	11	38	9
\$30,000-\$50,000 pa	65	5	28	2
More than \$50,000 pa	38	15	41	6

% read across

[†] does not add to 100% due to rounding

44% of Wairoa District residents feel that the Mayor and Councillors give a fair and open-minded hearing when dealing with local community issues (49% in 2015). 12% believe the Mayor and Councillors give a defensive and one-sided hearing, whilst 36% feel the answer is somewhere between the two.

Wairoa District residents are on par with the Peer Group Average and above the National Average in terms of their impressions of the Mayor and Councillors' open-mindedness.

Residents with an annual household income of \$30,000 to \$50,000 are more likely to feel the Mayor and Councillors are fair and open-minded, than other income groups.

E. EXPECTED DEGREE OF CONSULTATION

Summary Table: Expected Degree Of Consultation

	Get on with job, keep informed %	Consult on major issues %	Consult on most issues %	No opinion %
Overall				
Total District 2016	36	43	21	-
2015	28	50	21	1
2014 [†]	39	43	19	-
2013 [†]	26	45	29	1
2012	20	56	24	-
2011	28	48	23	1
2010	22	53	24	1
2009	26	47	27	-
2008	19	45	35	1
2007	15	43	40	2
2006	24	38	36	2
2005	17	44	38	1
2004	18	56	25	1
2003	23	45	29	3
2002	20	53	27	-
2001	10	49	40	1
2000	19	41	38	2
Comparison				
Peer Group Average (Rural)	19	59	22	-
National Average	15	61	24	-
Area				
Urban	41	42	16	1
Rural [†]	31	45	25	-

continued ...

Summary Table: Expected Degree Of Consultation (continued)

	Get on with job, keep informed %	Consult on major issues %	Consult on most issues %	No opinion %
Household Size				
1-2 person household [†]	32	49	17	1
3+ person household	41	33	26	-
Household Income				
Less than \$30,000 pa [†]	60	22	16	1
\$30,000-\$50,000 pa	23	32	45	-
More than \$50,000 pa [†]	25	62	12	-
NZ Ethnicity[†]				
NZ European	29	57	13	-
NZ Māori	43	29	27	-

% read across

[†] does not add to 100% due to rounding

When asked how much consultation they would like Council to have with its citizens, 36% opt for leaving the Mayor and Councillors to get on with the job they were elected for, while keeping the public informed (28% in 2015). 43% of residents would like to see consultation with people on major issues only, otherwise getting on with the job they were elected to do (50% in 2015). 21% of residents wanted consultation on most issues.

Wairoa District residents are below Peer Group residents and residents nationwide, in terms of wanting consultation on major issues.

Residents more likely to want **consultation on major issues** are ...

- residents who live in a one to two person household,
- residents with an annual household income of more than \$50,000,
- NZ European residents.

Those residents who expressed a desire for consultation on major issues, 43% overall, were asked what they considered to be major issues. Main issues* arising were ...

- Waihi Dam issues, mentioned by 10% of all residents,
- expenditure / major spending / overspending, 7%,
- environmental issues / rivers / waterways / pollution control, 7%,
- roading / footpath issues, 5%,
- rates issues / level of rates / rates increases / spending of rates money, 5%.

Other major issues* mentioned by 4% of residents are ...

- water supply issues,

3% are ...

- sewerage issues / sewerage in Mahia,

2% are ...

- attracting business / employment issues,
- Rocket Lab,

1% are ...

- stormwater / drainage issues.

* multiple responses allowed

Summary Table: Main Issues* Residents Would Like To Be Consulted On

	Total District 2016 %	Area	
		Urban %	Rural %
Percent Who Mention ...			
Waihi Dam issues	10	8	11
Expenditure / major spending / overspending	7	10	6
Environmental issues / rivers / waterways pollution control	7	5	10
Roading / footpath issues	5	5	5
Rates issues / level of rates / rates increases / spending of rates money	5	9	1

* multiple responses allowed

F. MEANS OF CONSULTATION

Summary Table: Means Of Consultation Suggested*

	Those Who Want Consultation On Most/Major Issues 2016 %	Those Who Want Consultation On Most/Major Issues 2015 %	Those Who Want Consultation On Most/Major Issues 2014 %	Area 2016	
				Urban %	Rural %
Percent Who Mention ...					
Newspapers/ newspaper articles	57	56	49	58	57
Public meetings/huis	40	43	46	41	39
Letters	15	5	9	12	17
Internet / website pages	14	6	4	13	15
Pamphlets/brochures/flyers	12	18	13	18	7
Newsletters	12	16	9	12	12
Personal contact/personal visit	12	10	8	10	13
Social Media - Facebook	7	-	-	8	6
Public notices	3	3	1	2	4
Radio	2	7	3	-	3
Surveys	2	3	3	-	4
Submissions	2	2	3	5	-
Emails	2	-	-	-	4
Public referendum	-	1	-	-	1
Don't know	1	5	5	2	1

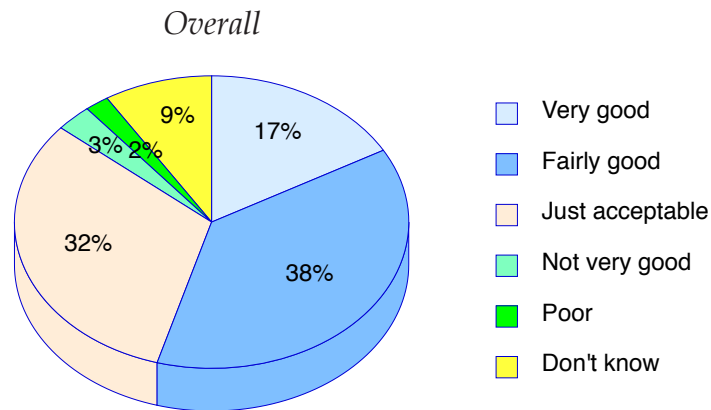
(Base = 119)

* multiple response

Those residents who wished to be consulted on most issues or major issues were asked what, in their view, would be the best ways for Council to consult with them.

As in previous years, newspapers/newspaper articles and public meetings are seen as the best means by which Council should consult with its residents.

G. PERFORMANCE RATING OF THE MAYOR AND COUNCILLORS IN THE LAST YEAR



55% of Wairoa District residents rate the performance of the Mayor and Councillors over the past year as very or fairly good, while 32% rate their performance as just acceptable (25% in 2015). 5% rate the performance of the Mayor and Councillors as not very good / poor (16% in 2015) and 9% are unable to comment (3% in 2015).

Wairoa District residents rate the performance of the Mayor and Councillors on par with the Peer Group and National Averages, in terms of their performance being very / fairly good.

58% of those who have contacted a Councillor or the Mayor in the last year, rate the performance of the Mayor and Councillors as very or fairly good.

Residents more likely to rate the performance of the Mayor and Councillors as very / fairly good are ...

- Urban residents,
- residents aged 45 years or over,
- residents with an annual household income of \$50,000 or less.

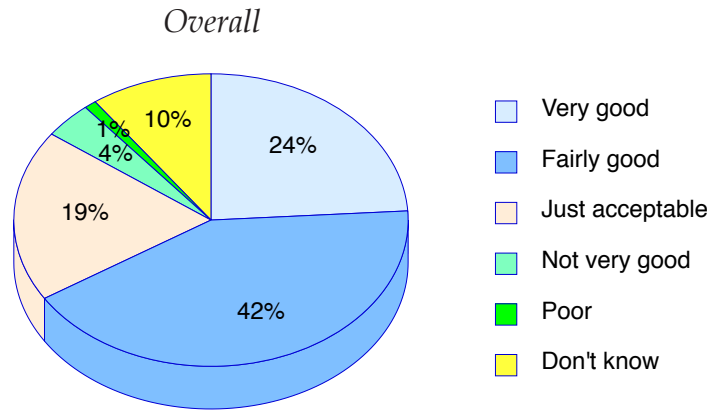
Summary Table: Performance Rating Of The Mayor And Councillors In The Last Year

	Rated as ...			
	Very good/ Fairly good %	Just acceptable %	Not very good/Poor %	Don't know %
Overall				
Total District	55	32	5	9
2016 [†]				
2015 [†]	57	25	16	3
2014	67	18	4	11
2013	63	27	6	4
2012 [†]	69	21	6	5
2011	71	16	8	5
2010	61	28	9	2
2009	59	30	8	3
2008	54	31	9	6
2007	57	30	10	3
2006	46	34	15	5
2005	67	18	11	4
2004	69	21	6	4
2003	59	29	8	4
2002	61	22	9	8
2001	46	31	18	5
2000	49	26	13	12
Contacted the Mayor/a Councillor in last 12 months (N=53)	58	26	8	8
Comparison				
Peer Group Average (Rural) [†]	62	21	11	7
National Average	49	30	16	5
Area				
Urban	61	30	5	4
Rural	48	34	5	13
Age				
18-44 years	43	37	4	16
45-64 years [†]	60	34	3	4
65+ years [†]	67	19	10	5
Household Income[†]				
Less than \$30,000 pa	69	16	4	12
\$30,000-\$50,000 pa	59	33	9	-
More than \$50,000 pa	44	39	3	13

% read across

[†] does not add to 100% due to rounding

H. PERFORMANCE RATING OF THE COUNCIL STAFF IN THE LAST YEAR



66% of residents rate the performance of the Council staff as very or fairly good (55% in 2015), 19% rate their performance as just acceptable, and 5% say it is not very good or poor (11% in 2015). 10% are unable to comment.

Wairoa District Council staff's performance is above staff nationwide and similar to Peer Group Councils' staff, in terms of it being rated very / fairly good.

Urban residents are more likely to rate the performance of Council staff over the past year as very / fairly good, than Rural residents.

Summary Table: Performance Rating Of The Council Staff In The Last Year

	Rated as ...			
	Very good/ Fairly good %	Just acceptable %	Not very good/Poor %	Don't know %
Overall				
Total District 2016	66	19	5	10
2015 [†]	55	21	11	12
2014	53	24	11	12
2013	69	20	6	5
2012 [†]	71	14	5	9
2011	70	14	9	7
2010 [†]	65	22	6	8
2009	57	27	7	9
2008	62	22	7	9
2007	57	24	12	7
2006	53	28	11	8
2005	67	15	8	10
2004	66	17	5	12
2003	66	18	5	11
2002	57	22	9	12
2001	65	14	5	16
2000	59	17	7	17
Comparison				
Peer Group Average (Rural)	65	17	7	11
National Average	51	22	12	15
Area				
Urban	77	14	4	5
Rural [†]	55	25	6	15

% read across

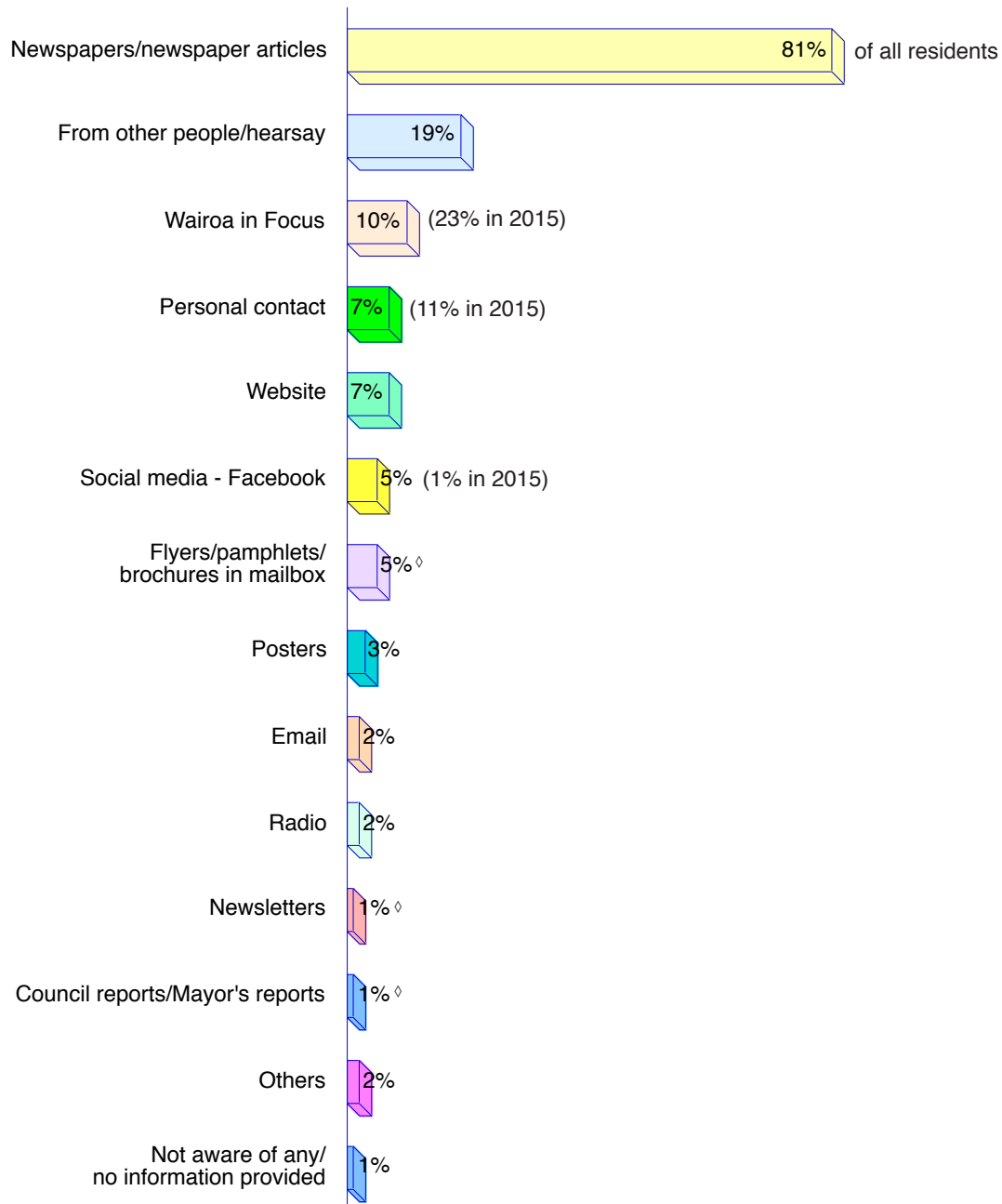
[†] does not add to 100% due to rounding



4. LOCAL ISSUES

A. INFORMATION

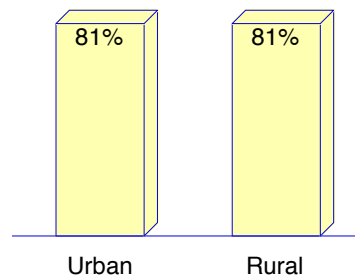
Where*, or from whom, do you see, read or hear about Wairoa District Council news and events?



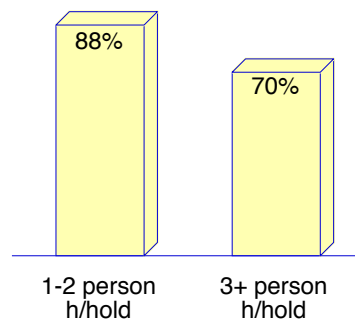
* multiple responses allowed

◇ not mentioned in 2015

Percent Mentioning 'Newspapers' - By Area



Percent Mentioning 'Newspapers' - Comparing Different Types Of Residents

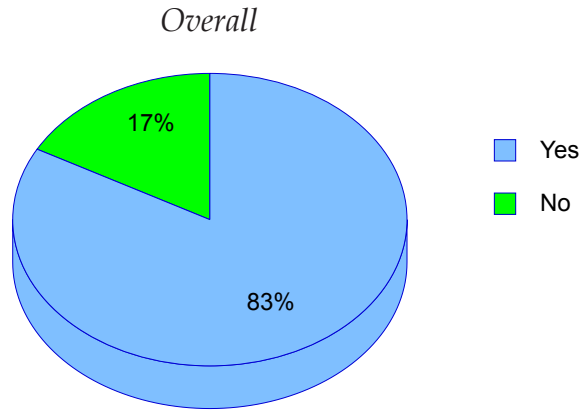


81% of residents say they see, read or hear about Wairoa District Council news and events in newspapers/newspaper articles. This is similar to the 2015 result.

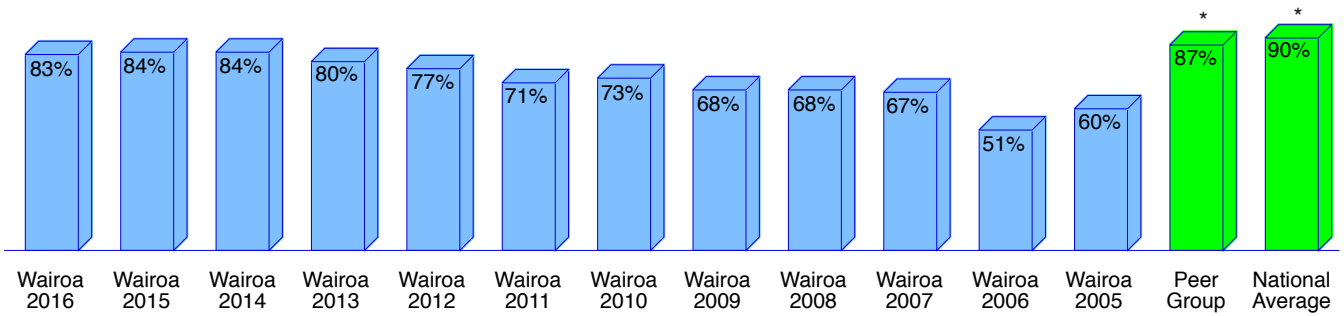
Residents who live in a one or two person household are more likely to mention newspapers, than those who live in a three or more person household.

B. INTERNET ACCESS

i. Internet Access At Home

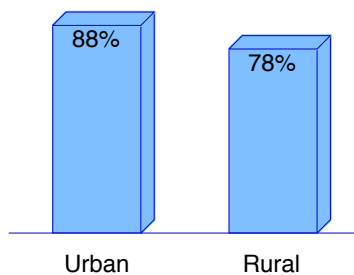


Percent Saying 'Yes' - Comparison

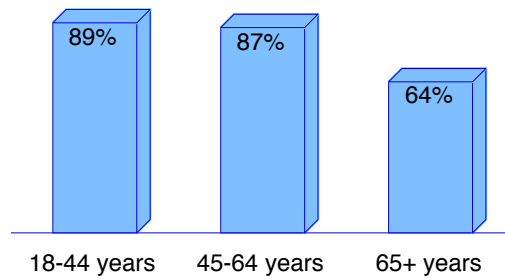


* readings prior to 2015 and Peer Group and National Averages refer to access to Internet in general

Percent Saying 'Yes' - By Area



Percent Saying 'Yes' - Comparing Different Types Of Residents



83% of Wairoa District residents say they have access to the Internet at home. This is on par with the Peer Group and National Averages and similar to last year's reading.

Residents aged 18 to 64 years are more likely to say 'Yes', than those aged 65 years or over. It also appears that Urban residents are slightly more likely, than Rural residents, to have access.

ii. How Residents[†] Access Internet At Home

	Yes 2016 %	Yes 2015 %	Area	
			Urban %	Rural %
Through phone line	82	78	99	65
With cellphone	46	30	42	50
By Farmside Satellite	9	7	2	15
By microwave with Gisborne Net	16	13	1	33
Other	1	9	1	2

Base = 154

82% of residents[†] say they access the Internet at home through their phone line, while 46% use their cellphone (30% in 2015).

Residents[†] more likely to access their Internet at home [through their phone line](#) are ...

- Urban residents,
- NZ Māori residents

[†] residents who have Internet access at home, N=154

The other sources mentioned are ...

"Evolution Wireless Gisborne."
"World Exchange Communications."

C. PLACE TO LIVE

Residents were asked to think about the range and standard of amenities and activities which Council can influence. With these in mind, they were then asked to say whether they think their District is better, about the same, or worse, as a place to live, than it was three years ago.

	Better %	Same %	Worse %	Unsure %
Overall				
Total District 2016 [†]	39	44	11	7
2015	24	52	17	7
2014	28	52	13	7
2013 [†]	27	62	8	4
2012	22	64	6	8
2011	32	53	13	2
2010 [†]	31	54	12	4
2009	38	51	6	5
2008	33	53	8	6
2007	36	49	9	6
2006	39	41	10	10
2005	44	40	10	6
2004	41	46	8	5
Comparison				
Peer Group Average (Rural)	32	55	8	5
National Average	31	54	12	3
Area				
Urban [†]	47	43	6	3
Rural	30	45	15	10
Household Income				
Less than \$30,000 pa	47	33	14	6
\$30,000-\$50,000 pa	20	67	8	5
More than \$50,000 pa	41	39	13	7

% read across

[†] does not add to 100% due to rounding

39% of residents think their District is better than it was three years ago (24% in 2015), 44% feel it is the same (52% in 2015) and 11% say it is worse (17% in 2015). 7% are unable to comment.

The percent saying better (39%) is on a par with the Peer Group Average and slightly above the National Average.

Residents **less** likely to feel their District is **better** than it was three years ago are ...

- Rural residents,
- residents with an annual household income of \$30,000 to \$50,000.

D. PERCEPTION OF SAFETY

Is Wairoa generally a safe place to live?...

	Yes, definitely %	Yes, mostly %	Not really %	No, definitely not %	Don't know %
Overall					
Total District 2016	49	48	3	-	-
2015 [†]	53	41	5	1	1
2014 [†]	52	47	1	1	-
2013	49	49	1	1	-
2012	40	57	2	1	-
2011 [†]	39	50	9	1	-
2010	33	58	6	1	2
2009	36	54	8	-	2
2008	41	50	7	1	1
2007	27	67	4	2	-
2006	31	59	6	3	1
2005	28	54	13	4	1
2004	42	45	10	1	2
Comparison					
Peer Group Average (Rural)	54	42	3	1	-
National Average [†]	37	55	7	1	1
Area					
Urban [†]	55	46	-	-	-
Rural	44	51	5	-	-
Age					
18-44 years	36	58	6	-	-
45-64 years	56	44	-	-	-
65+ years	63	35	1	-	1
Household Income					
Less than \$30,000 pa	66	33	1	-	-
\$30,000-\$50,000 pa [†]	49	51	-	-	1
More than \$50,000 pa	41	54	5	-	-

% read across

[†] does not add to 100% due to rounding

49% of residents feel that generally Wairoa District is definitely a safe place to live (53% in 2015), 48% say it is mostly (41% in 2015). 3% of residents think the District is not really a safe place to live.

The percent saying 'yes, definitely' (49%) is on par with the Peer Group Average and above the National Average.

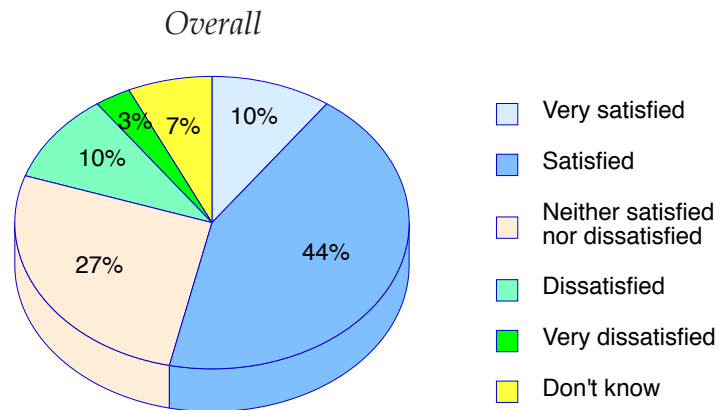
Residents more likely to feel that Wairoa District is **definitely** a safe place to live are ...

- residents aged 45 years or over,
- residents with an annual household income of less than \$30,000.

It also appears that Urban residents are slightly more likely to feel this way, than Rural residents.

E. COUNCIL CONSULTATION AND COMMUNITY INVOLVEMENT

i. Satisfaction With The Way Council Involves The Public In The Decisions It Makes



54% of residents are very satisfied/satisfied with the way Council involves the public in the decisions it makes, while 13% are dissatisfied/very dissatisfied. 27% are neither satisfied nor dissatisfied and 7% are unable to comment (3% in 2015).

The very satisfied/satisfied reading (54%) is similar to the Peer Group Average and 2015 reading and above the National Average.

Residents more likely to be **very satisfied/satisfied** are ...

- women,
- residents with an annual household income of less than \$30,000.

Longer term residents, those residing in the District more than 10 years, are more likely to be **dissatisfied/very dissatisfied**, than shorter term residents.

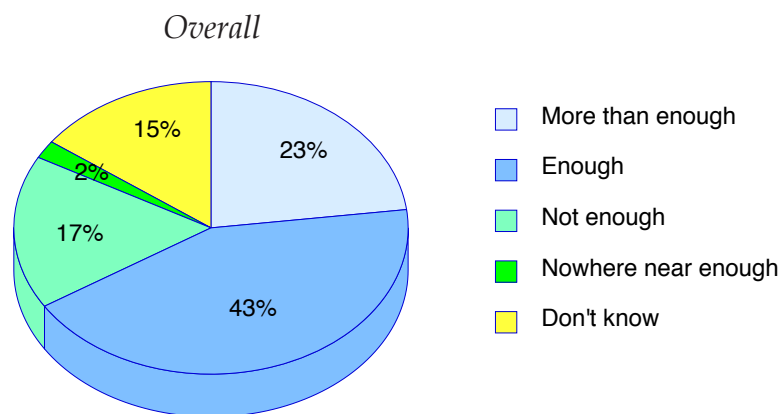
Summary Table: Level Of Satisfaction With The Way Council Involves The Public In The Decisions It Makes

	Very satisfied/ Satisfied %	Neither Satisfied nor Dissatisfied %	Dissatisfied/ Very dissatisfied %	Don't know %
Overall				
Total District 2016 [†]	54	27	13	7
2015	53	28	16	3
2014 [†]	60	20	11	8
2013	53	32	10	5
2012	55	33	9	3
2011 [†]	69	14	12	6
2010 [†]	64	21	12	4
2009	54	26	13	7
2008	59	24	16	1
2007	48	25	22	5
2006	53	26	18	3
2005	58	28	11	3
2004	64	23	10	3
Comparison				
Peer Group Average (Rural)	52	28	16	4
National Average	41	35	21	3
Area				
Urban	50	27	14	9
Rural	57	26	11	6
Gender				
Male	46	33	15	6
Female	60	21	10	9
Household Income				
Less than \$30,000 pa	67	15	7	11
\$30,000-\$50,000 pa [†]	52	27	16	6
More than \$50,000 pa	47	35	13	5
Length of Residence				
Lived there 10 years or less	61	34	-	5
Lived there more than 10 yrs	52	24	16	8

% read across

[†] does not add to 100% due to rounding

ii. Council's Level Of Consultation With Māori In The District



23% of residents think that the Council's level of consultation with Māori is more than enough, while 43% think it is enough. 19% feel there is not enough/nowhere near enough consultation, and 15% are unable to comment. These readings are similar to the 2015 results.

Residents more likely to think the Council's level of consultation with Māori in the District is **more than enough/enough** are ...

- Urban residents,
- NZ European residents,
- longer term residents, those residing in the District more than 10 years.

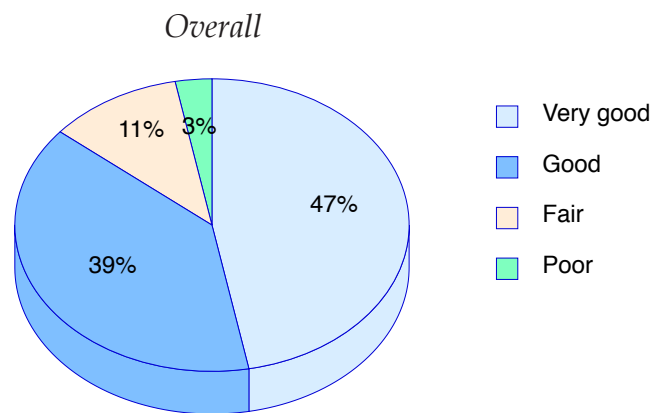
Council's Level Of Consultation With Māori In The District

		More than enough %	Enough %	More than enough/ Enough %	Not enough %	Nowhere near enough %	Not enough/ nowhere near enough %	Don't know %
Overall*								
Total District	2016	23	43	66	17	2	19	15
	2015	21	45	66	13	4	17	17
	2014 [†]	27	43	70	13	4	17	12
	2013 [†]	28	43	71	15	5	20	10
	2012	34	39	73	12	5	17	10
	2011 [†]	29	45	74	10	5	15	12
	2010	32	42	74	9	3	12	14
	2009	27	40	67	16	8	24	9
	2008	25	38	63	14	6	20	17
	2007	24	42	66	14	8	22	12
	2006	23	46	69	13	6	19	12
Area								
Urban		18	42	60	22	3	25	15
Rural		27	45	72	12	1	13	15
Ethnicity								
NZ European		38	35	73	5	1	6	21
NZ Māori		8	52	60	28	3	31	9
Length of Residence								
Lived there 10 years or less		12	41	53	18	-	18	29
Lived there more than 10 yrs		26	44	70	16	3	19	11

% read across

[†] does not add to 100% due to rounding

F. QUALITY OF LIFE



47% of residents think that, overall, the quality of life in their District is very good (43% in 2015), while 39% say it is good (43% in 2015), 11% feel it is fair and 3% think it is poor.

Wairoa District residents are similar to Peer Group residents and slightly above residents nationwide, in rating the quality of life in their District as **very good**.

Residents more likely to rate the overall quality of life in their District as **very good** are ...

- NZ European residents,
- longer term residents, those residing in the District more than 10 years.

It also appears that Urban residents are slightly more likely, than Rural residents, to feel this way.

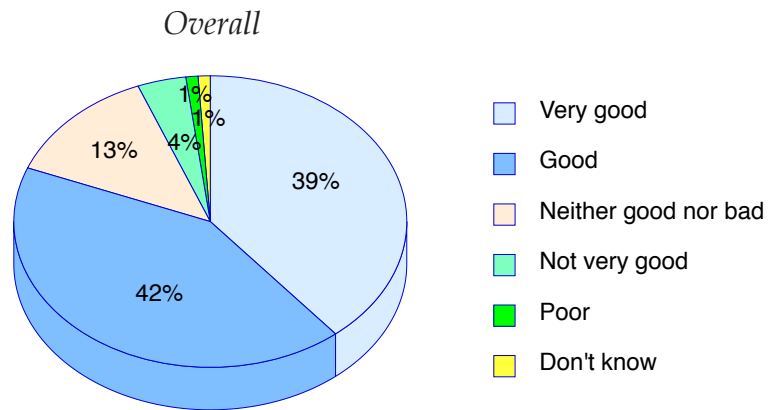
Rating The Quality Of Life In The District

	Very good %	Good %	Fair %	Poor %	Don't know %
Overall					
Total District 2016	47	39	11	3	-
2015	43	43	11	3	-
2014	51	41	6	2	-
2013	44	47	5	3	1
2012	38	46	12	4	-
2011	37	41	16	5	1
2010	38	44	13	4	1
2009	35	50	13	2	-
2008	38	45	14	3	-
2007	30	56	11	3	-
2006	37	44	16	2	1
2005	42	43	10	5	-
2004	45	42	12	1	-
Comparison					
Peer Group Average (Rural) [†]	45	41	10	3	-
National Average	39	47	12	2	-
Area					
Urban	51	38	9	2	-
Rural	42	39	14	5	-
Ethnicity					
NZ European	54	35	8	3	-
NZ Māori	39	43	14	4	-
Length of Residence					
Lived there 10 years or less [†]	33	50	18	-	-
Lived there more than 10 years	50	36	10	4	-

% read across

[†] does not add to 100% due to rounding

G. COMMUNITY SPIRIT



81% of residents rate the community spirit in their District as very good/good (85% in 2015), including 39% who feel it is very good. 13% say the community spirit is neither good nor bad, while 5% rate it not very good/poor.

Wairoa District residents are on par with Peer Group residents and above residents nationwide, in rating community spirit as **very good/good**.

There are no notable differences between Urban and Rural residents and between socio-economic groups, in terms of those residents who rate the community spirit in their District as **very good/good**. However, it appears that residents with an annual household income of \$30,000 to \$50,000 are slightly more likely, than other income groups, to feel this way.

Rating Community Spirit In The District

	Very good/ Good %	Neither Good nor Bad %	Not very good/ Poor %	Don't know %
Overall				
Total District 2016	81	13	5	1
2015	85	10	5	-
2014	90	7	2	1
2013	86	12	2	-
2012 [†]	79	14	6	-
2011 [†]	79	13	7	-
2010	77	17	6	-
2009	82	15	3	-
2008	75	20	3	2
2007	77	17	6	-
2006	79	11	9	1
2005	83	10	7	-
2004	85	11	4	-
Comparison				
Peer Group Average (Rural) [†]	87	11	2	1
National Average	76	16	7	1
Area				
Urban [†]	85	14	-	-
Rural	77	12	9	2
Household Income				
Less than \$30,000 pa	78	18	3	1
\$30,000-\$50,000 pa	91	5	-	4
More than \$50,000 pa	78	13	8	1

% read across

[†] does not add to 100% due to rounding

H. NATURAL ENVIRONMENT

Residents were asked to say how satisfied they are that the natural environment in the Wairoa District is being preserved and sustained for future generations.

	Very satisfied %	Satisfied %	Very satisfied/ Satisfied %	Neither Satisfied nor Dissatisfied %	Dis- satisfied %	Very dissatisfied %	Dissatisfied/ Very dissatisfied %	Don't know %
Overall								
Total District								
2016	17	57	74	14	9	2	11	1
2015	19	48	67	23	8	1	9	1
2014	22	52	74	10	7	6	13	3
2013	17	53	70	18	8	2	10	2
2012 ⁺	21	54	75	15	5	3	8	1
2011 ⁺	21	56	77	13	7	-	7	2
2010	23	54	77	11	9	1	10	2
2009	23	53	76	9	8	4	12	3
2008	25	46	71	13	13	3	16	-
2007	15	53	68	20	8	4	12	-
2006	20	47	67	13	13	4	17	3
2005	16	56	72	14	10	2	12	2
Comparison								
Peer Group	21	48	69	14	14	1	15	2
National Average	17	52	69	18	9	2	11	2
Area[†]								
Urban	17	65	82	10	9	-	9	-
Rural	18	49	67	17	10	5	15	2

% read across

[†] does not add to 100% due to rounding

74% of residents are very satisfied/satisfied that the natural environment in the Wairoa District is being preserved and sustained for future generations (67% in 2015). This is on par with the Peer Group and National Averages.

11% of residents are dissatisfied/very dissatisfied, while 14% are neither satisfied nor dissatisfied (23% in 2015).

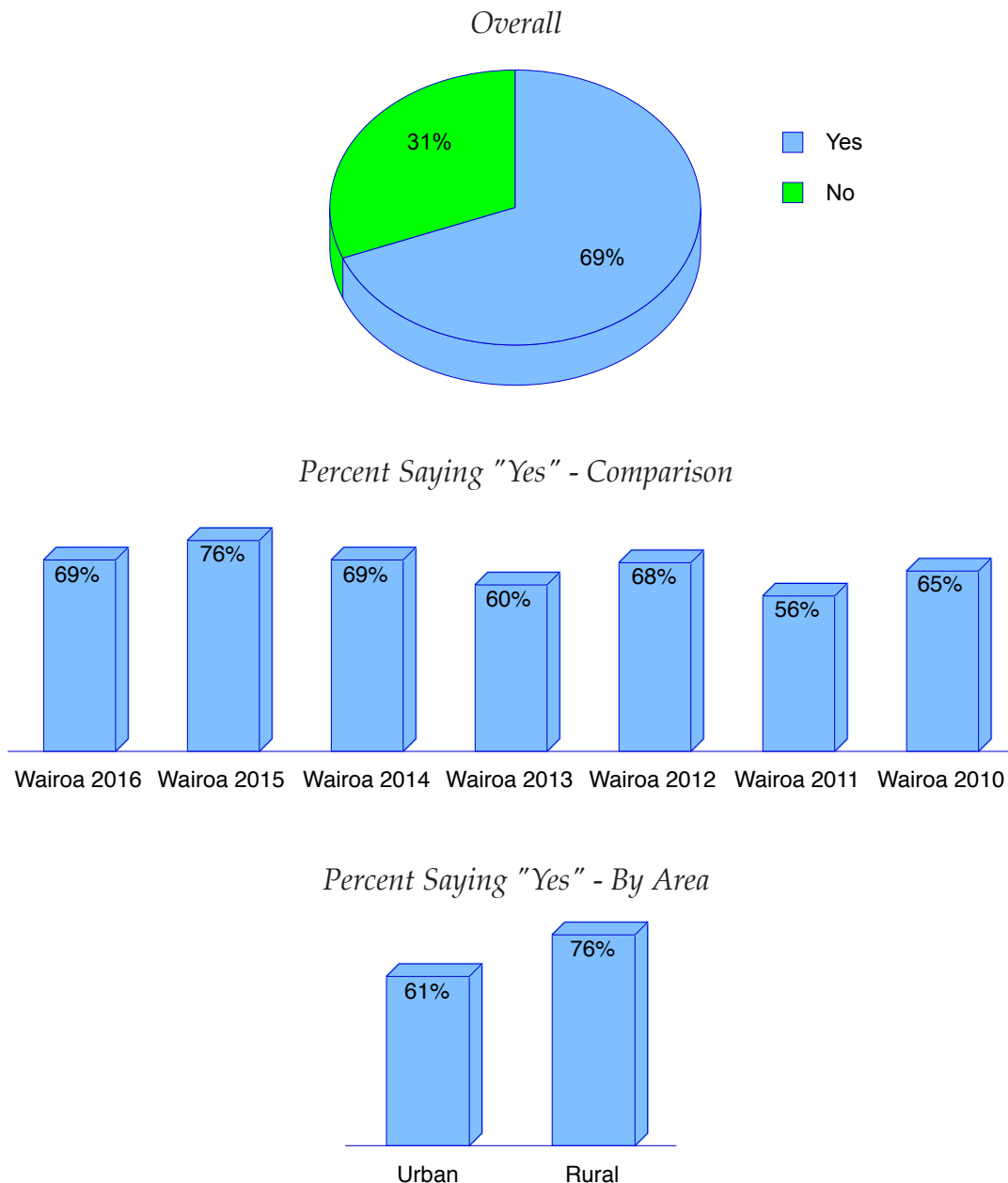
Urban residents are more likely to feel **very satisfied/satisfied**, than Rural residents.

There are no notable differences between Urban and Rural residents and between socio-economic groups, in terms of those residents who feel **dissatisfied/ very dissatisfied**.

I. EMERGENCY MANAGEMENT

To be prepared for a Civil Defence emergency, households should have an emergency kit, which includes stored food, water, a radio, batteries and a torch, and also have an emergency plan of what to do. Bearing this in mind, residents were asked to say whether their household is prepared for a Civil Defence emergency.

i. Preparedness



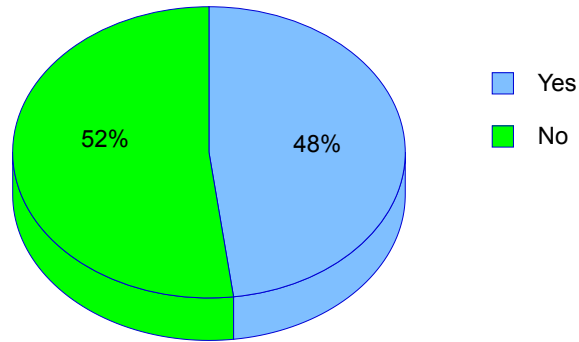
69% of residents say their household is prepared for a Civil Defence emergency (76% in 2015), while 31% say they are not (23% in 2015).

Rural residents are more likely to say 'Yes', than Urban residents.

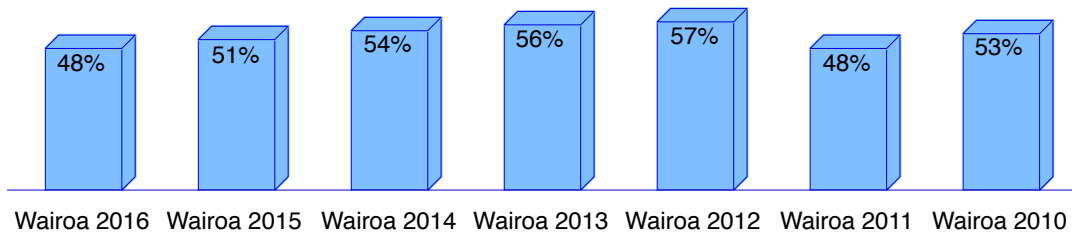
ii. Awareness

The Council has an ongoing education programme to encourage residents to prepare for a Civil Defence emergency. Are residents aware of this campaign?

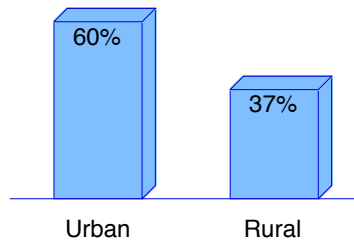
Overall



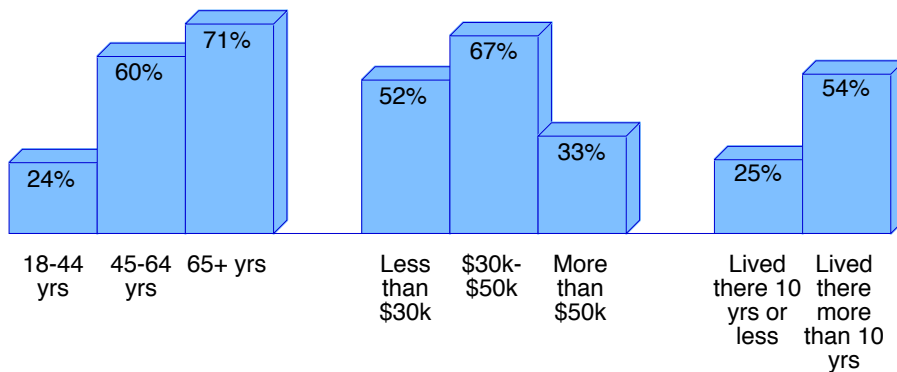
Percent Saying "Yes" - Comparison



Percent Saying "Yes" - By Area



Percent Saying "Yes" - Comparing Different Types Of Residents



48% of residents are aware of Council's campaign, while 52% are not. These readings are similar to last year's results.

Residents more likely to say 'Yes' are ...

- Urban residents,
- residents aged 45 years or over,
- residents with an annual household income of \$50,000 or less, in particular those with an annual household income of \$30,000 to \$50,000,
- longer term residents, those residing in the District more than 10 years.

iii. Source Of Information

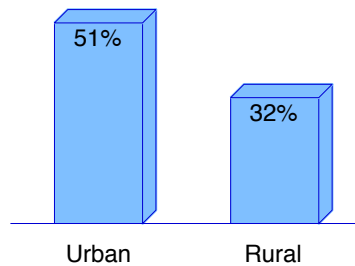
If residents had to get some Civil Defence information right now, where or who would they get this information* from ...

- by ringing/visiting the District Council office, mentioned by 41% of all residents,
- the phone book, 26%,
- visiting a website/the Internet/looking online, 20% (31% in 2015),
- Civil Defence/Civil Defence staff, 5%,
- family/friends/neighbours/other people, 3%,
- library, 2%,
- Search and Rescue, 2%[◇],
- Councillor/Mayor, 2%,
- Police, 1%,
- TV, 1%,
- radio, 1% (5% in 2015),
- fire brigade, 1%,
- phone 111/Emergency Services, 1%[◇],
- others, 2%,
- don't know, 5%.

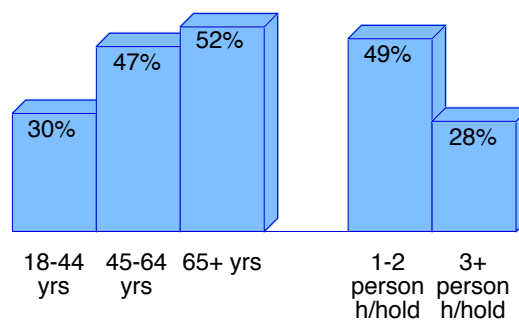
* multiple responses allowed

◇ not mentioned in 2015

Percent Saying 'By Ringing/Visiting The Council Office' - By Area



Percent Saying 'By Ringing/Visiting The Council Office' - Comparing Different Types Of Residents



41% of residents say that if they had to get some Civil Defence information right now, they would get this information by ringing/visiting the District Council (35% in 2015), while 26% say they would use the phone book.

Residents more likely to say they would ring/visit the Council are ...

- Urban residents,
- residents aged 45 years or over,
- residents who live in a one or two person household.

The other sources mentioned are ...

"Library."

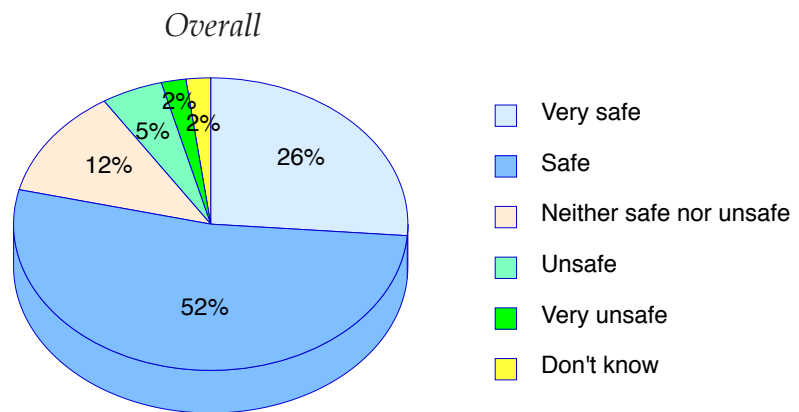
"Citizens Advice Bureau."

"Hawkes Bay Regional Council in Napier."

"In the rural area so would be self contained."

iv. Feeling Of Safety

Residents were asked to say, with respect to the **Wairoa District only**, how safe they feel in their home and for their livelihood if a natural disaster strikes.



78% of residents feel very safe/safe in their home and for their livelihood, if a natural disaster strikes, while 7% feel unsafe/very unsafe. 12% say they feel neither safe nor unsafe (18% in 2015).

Residents more likely to feel **very safe/safe** are ...

- Rural residents,
- NZ European residents,
- residents with an annual household income of \$30,000 or more.

Summary Table: How Safe Do Respondents Feel?

	Very safe %	Safe %	Very safe/ Safe %	Neither Safe nor Unsafe %	Unsafe %	Very unsafe %	Unsafe/ Very unsafe %	Don't know %
Overall*								
Total District								
2016 [†]	26	52	78	12	5	2	7	2
2015	20	58	78	18	4	-	4	-
2014 [†]	24	55	79	12	4	3	7	3
2013	19	50	69	19	9	-	9	3
2012 [†]	18	44	62	21	9	2	11	5
2011	18	49	67	17	9	3	12	4
2010	20	54	74	13	7	4	11	2
Area								
Urban	18	54	72	20	3	3	6	2
Rural	33	51	84	5	7	2	9	1
Ethnicity								
NZ European	37	47	84	11	2	-	2	3
NZ Māori [†]	14	58	72	14	8	5	13	-
Household Income								
Less than \$30,000 pa [†]	3	53	56	19	15	6	21	5
\$30,000-\$50,000 pa	22	65	87	10	1	-	1	2
More than \$50,000 pa [†]	38	50	88	7	3	3	6	-

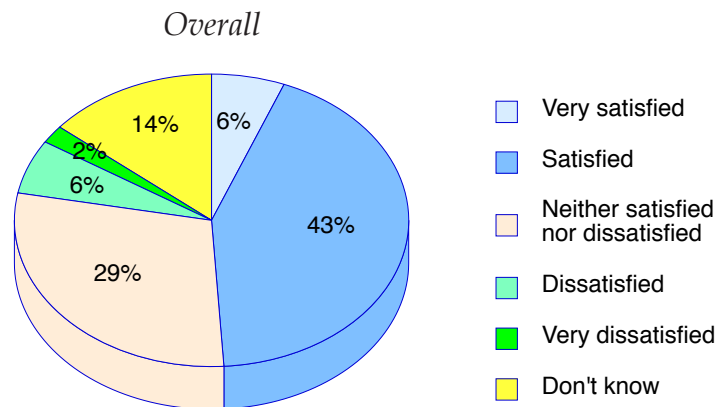
% read across

* not asked prior to 2010

[†] does not add to 100% due to rounding

J. COMMUNITY FACILITIES

Residents were asked to say how satisfied they are with the value for money Wairoa as a whole gets for the amount of rates spent on supporting community facilities and organisations.



49% of residents are very satisfied/satisfied with the value for money Wairoa, as a whole, gets for the amount of rates spent on supporting community facilities and organisations (42% in 2015), while 8% are dissatisfied/very dissatisfied (12% in 2015). 29% are neither satisfied nor dissatisfied (41% in 2015) and 14% are unable to comment (5% in 2015).

Residents with an annual household income of \$30,000 to \$50,000 are **less** likely to be **very satisfied/satisfied**, than other income groups.

Satisfaction With The Value For Money The District Gets For The Amount Of Rates Spent On Supporting Community Facilities And Organisations

	Very satisfied %	Satisfied %	Very satisfied/ Satisfied %	Neither Satisfied nor Dissatisfied %	Dis- satisfied %	Very dissatisfied %	Dissatisfied/ Very dissatisfied %	Don't know %
Overall*								
Total District								
2016	6	43	49	29	6	2	8	14
2015	4	38	42	41	8	4	12	5
2014	5	37	42	28	15	2	17	14
2013	5	45	50	36	6	1	7	7
2012	4	36	40	38	14	3	17	5
2011	5	46	51	24	13	4	17	8
2010 [†]	8	43	51	24	16	4	20	6
2009	8	42	50	25	13	3	16	9
2008	6	38	44	30	14	6	20	6
2007	4	35	39	25	27	2	29	7
Area								
Urban [†]	8	42	50	26	7	1	8	17
Rural	4	44	48	33	6	2	8	11
Household Income								
Less than \$30k pa	9	45	54	19	10	2	12	15
\$30k-\$50k pa	5	31	36	55	2	-	2	7
More than \$50k pa	6	48	54	21	8	2	10	15

% read across

* not asked prior to 2007

[†] does not add to 100% due to rounding

The 19 residents who are dissatisfied/very dissatisfied with the value for money Wairoa, as a whole, gets for the amount of rates spent on supporting community facilities and organisations, give the following main reasons* for feeling this way ...

- unnecessary spending/priorities wrong/poor financial management, mentioned by 45% of residents[†],
- specified services/facilities needing attention, 40%,
- high rates/increases/high for services received/not value for money, 26%.

* multiple responses allowed

[†] the 19 residents who are dissatisfied/very dissatisfied (**caution small base**)

* * * * *

E. APPENDIX

Base by Sub-sample

	Actual respondents interviewed	*Expected number according to population distribution
Gender		
Male	98	96
Female	104	106
Age		
18-44 years	37	83
45-64 years	66	76
65+ years	99	43
Ethnicity*		
NZ European	109	102
NZ Māori	88	98
* four respondents specified their ethnicity as 'Other' (unweighted) and one refused to state their ethnicity		

* Post stratification (weighting) has been applied to adjust back to population proportions in order to yield correctly balanced overall percentages. This is accepted statistical procedure. Please also pages 2 to 4.

* * * * *

